

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Signity AG		07/05/2007	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA	
Name:	Swarovski Aktiengesellschaft
Street Address:	Droschistrasse 15
City:	Triesen
State/Country:	LIECHTENSTEIN
Postal Code:	FL-9495
Entity Type:	JOINT STOCK COMPANY: LIECHTENSTEIN

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2435159	ALPINITE
Registration Number:	2667556	SIGNITY

CORRESPONDENCE DATA	
Fax Number:	(202)942-5999
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(202)942-5163
Email:	trademarkdocketing@aporter.com
Correspondent Name:	Anna W. Manville
Address Line 1:	555 Twelfth Street, N.W.
Address Line 2:	Trademark Docketing
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004-1206

ATTORNEY DOCKET NUMBER:	01459-T34341US00
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DOMESTIC REPRESENTATIVE	
Name:	Anna W. Manville

CH \$65.00 2435159

Address Line 1: 555 Twelfth Street, N.W.

Address Line 2: Trademark Docketing

Address Line 4: Washington, DISTRICT OF COLUMBIA 20004-1206

NAME OF SUBMITTER:	Anna W. Manville
Signature:	/anna w. manville/
Date:	09/14/2007
Total Attachments: 1 source=Assignment#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Signity AG, a corporation of Switzerland ("Assignor"), is the owner of all right, title, and interest in and to the trademarks ALPINITE, U.S. Registration No. 2,435,159, and SIGNITY, U.S. Registration No. 2,667,556 (collectively, "the Marks");

WHEREAS, Swarovski Aktiengesellschaft, a joint stock company of Liechtenstein ("Assignee"), desires to acquire all of Assignor's rights, title, and interest in and to the Marks and the corresponding registrations therefor ;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to the Assignee, the entire right, title, and interest in and to the Marks, the registrations therefor, and the goodwill of the business symbolized by the Marks, and the portion of the business to which the Marks pertain, said business being ongoing and existing, the same to be held and enjoyed by the Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns and/or other legal representatives, including the right to sue for and receive all damages accruing from past infringement of the Marks.

Assignor agrees to take all actions and execute additional documents as necessary or reasonable to assign, transfer, perfect, and record the rights of Assignee in and to the Marks and the registrations.

This assignment shall be binding on the parties, their successors and/or assigns, and all others acting by, through, with or under their direction, and all those in privity therewith.

IN WITNESS WHEREOF, the parties have executed this assignment effective as of this 5 day of July, 2007.

ASSIGNOR:

SIGNITY AG,
a company of Switzerland

By: [Signature]
Name: W-D Plattner
Title: CEO

Stephan Kahle
VP Global Sales Operations

ASSIGNEE:

SWAROVSKI AKTIENGESELLSCHAFT, a
joint stock company of Liechtenstein

By: [Signature]
Name: B. PLESCHKO J. BIEDERHANN
Title: HANDBLING DIRECTOR DIRECTOR

By: _____
Name:
Title:

SIGNITY and ALPINITE TM Assignment_(DC_1896503_1).DOC