

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
Desco von Schulthess AG		05/30/2008	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA	
Name:	Maurice Lacroix SA.
Street Address:	Rue des Rangiers 21
City:	2350 Saignelegier
State/Country:	SWITZERLAND
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	2328264	MAURICE LACROIX
Registration Number:	2604341	PONTOS
Registration Number:	2381328	MIROS

CORRESPONDENCE DATA	
Fax Number:	(202)331-4308
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2026637484
Email:	gkrugman@sughrue.com, mperry@sughrue.com, tm@sughrue.com
Correspondent Name:	Gary D. Krugman
Address Line 1:	2100 Pennsylvania Ave., NW
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037-3213

ATTORNEY DOCKET NUMBER:	S9330
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DOMESTIC REPRESENTATIVE	
Name:	Gary D. Krugman, Sughrue Mion, PLLC

CH \$90.00 2328264

Address Line 1: 2100 Pennsylvania Avenue, N.W.

Address Line 4: Washington, DISTRICT OF COLUMBIA 20037-3213

NAME OF SUBMITTER:

Gary D. Krugman

Signature:

/Gary D. Krugman/

Date:

09/26/2008

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Desco von Schulthess AG., a corporation of Switzerland with a business address of Brandschenkestrasse 2, 8002 Zürich, Switzerland, has adopted, used, is using and is the owner of the trademarks ^m MAURICE LACROIX, PONTOS and MIROS, which are the subject of United States Trademark Registration Nos. 2,328,264, 2,604,341 and 2,381,328; and

WHEREAS, Maurice Lacroix SA., a corporation of Switzerland with a business address of Rue des Rangiers 21, 2350 Saignelégier, Switzerland, is desirous of acquiring all right, title and interest in and to the trademarks and trademark registrations;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, Desco von Schulthess AG. hereby assigns unto Maurice Lacroix SA. all right, title and interest in and to the ^m MAURICE LACROIX, PONTOS and MIROS trademarks and United State Trademark Registration Nos. 2,328,264, 2,604,341 and 2,381,328, together with the good will of the business symbolized by the marks.

Desco von Schulthess AG.



DESCO VON SCHULTHESS AG
Brandschenkestrasse 2
CH-8002 Zürich

By: _____

Name: MARCO CAJAVOZZI, Deputy Director *Marco*
DIEGO HART, Deputy Director *Diego*

Title: _____

Date: Zürich, 30.07.08

In re the matter of:

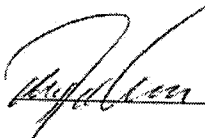
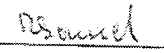
U.S. Trademark Registration Nos.: 2,328,264, 2,604,341 and 2,381,328

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Sughrue Mion, PLLC, whose postal address is 2100 Pennsylvania Avenue,
N.W., Washington, DC 20037, is hereby designated Registrant's representative
upon whom notice or process in proceedings affecting the marks may be served.

Maurice Lacroix SA.

Maurice Lacroix S.A.
Centre de Production
Rue des Rangiers 21
CH-2350 Saïone/Lezier

By:  
Name: MARTIN BACHMANN RUTH SCUSSEL
Title: DIRECTOR ASSISTANT DEPUTY DIRECTOR
Date: 30.05.2008 30.05.2008

BL0089748