

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SWATCH S.A.		12/14/1984	CORPORATION: SWITZERLAND
RECEIVING PARTY DATA			
Name:	SWATCH AG (SWATCH SA) (SWATCH LTD.)		
Street Address:	Jakob-Stampfli-Strasse 94		
City:	Biel/Bienne		
State/Country:	SWITZERLAND		
Postal Code:	2502		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1490111	POP SWATCH	
CORRESPONDENCE DATA			
Fax Number:	(914)941-6091		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	mcana@collenIP.com		
Correspondent Name:	Jess M. Collen		
Address Line 1:	80 South Highland Avenue		
Address Line 4:	ossining, NEW YORK 10562		
ATTORNEY DOCKET NUMBER:	19560		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

OP \$40.00 1490111

NAME OF SUBMITTER:	JANE F. COLLEN
Signature:	/Jane F. Collen/
Date:	10/08/2008
Total Attachments: 1 source=CHANGEOFNAME#page1.tif	

CHANGE OF NAME