

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WESTFIELD LICENSING COMPANY		03/25/2009	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	BULOVA CORPORATION		
Street Address:	One Bulova Avenue		
City:	Woodside		
State/Country:	NEW YORK		
Postal Code:	11377		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77250908	EXETER	
CORRESPONDENCE DATA			
Fax Number:	(212)837-6269		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2128376550		
Email:	kuhn@hugheshubbard.com		
Correspondent Name:	Perla M. Kuhn		
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Address Line 4:	NEW YORK, NEW YORK 10004-1482		
ATTORNEY DOCKET NUMBER:	079491.1032 PMK/ESP		
NAME OF SUBMITTER:	Perla M. Kuhn		
Signature:	/Perla M. Kuhn/		

OP \$40.00 77250908

Date:

04/02/2009

Total Attachments: 1

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT OF APPLICATION
BASED ON INTENT TO USE

WHEREAS, Westfield Licensing Company ("Assignor"), a corporation of Nevada, with a place of business at 148 Augusta Street, Henderson, Nevada 89074, has a bona fide intent to use the mark EXETER (the "Mark"), in connection with "watches" in International Class 14;

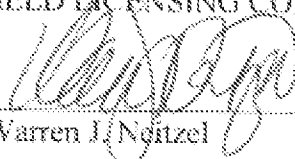
WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignors' bona fide intent to use the Mark in commerce in connection with the above-described goods as follows:

<u>APPLICATION SERIAL NO.</u>	<u>FILING DATE</u>	<u>MARK</u>
77/250,908	August 9, 2007	EXETER

WHEREAS, Bulova Corporation, a corporation of New York, with a principal place of business at One Bulova Avenue, Woodside, NY 11377 ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a bona fide intent to use the Mark and the above-described application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers the Mark and the above-referenced Application there for, together with that portion of Assignor's business in connection with which it has a bona fide intent to use the Mark, and all of Assignor's rights therein, to Assignee.

WESTFIELD LICENSING COMPANY

By: 
Warren J. Neitzel

Title: Secretary

Dated: 3/25/09