

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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		04/22/2009	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	
Registration Number:	3420414	STRATFORD	
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		
Address Line 1:	Hughes Hubbard & Reed LLP		
Address Line 2:	One Battery Park Plaza		
Address Line 4:	NEW YORK, NEW YORK 10004-1482		
ATTORNEY DOCKET NUMBER:	079491.1024 PMK/ESP		
NAME OF SUBMITTER:	Perla M. Kuhn		
Signature:	/Perla M. Kuhn/		

OP \$40.00 3420414

Date:

05/05/2009

Total Attachments: 1

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT

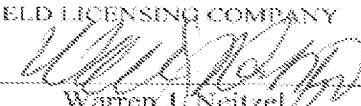
WHEREAS, Westfield Licensing Company, a Nevada corporation, having a place of business at 148 Augusta Street, Henderson, Nevada 89074, has adopted, used and is using the mark that is the subject of registration in the United States Patent and Trademark Office as follows (the "Mark"):

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>DATED</u>
STRATFORD	3,420,414	April 29, 2008

AND, WHEREAS, Bulova Corporation, a corporation organized and existing under the laws of New York, having a place of business at One Bulova Avenue, Woodside, NY 11377, is desirous of acquiring the entire right, title and interest in and to the Mark, application and registration and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Mark and past common law causes of action;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Westfield Licensing Company, hereby sells, assigns and transfers unto Bulova Corporation, its successors and assigns, the entire right, title and interest in and to the Mark, application and registration and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Mark and past common law causes of action.

WESTFIELD LICENSING COMPANY

By: 
Name: Warren J. Neitzel
Title: Secretary

Dated: 7/22/09

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