

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
Seiko Holdings Kabushiki Kaisha trading as Seiko Holdings Corporation		08/28/2009	CORPORATION: JAPAN

RECEIVING PARTY DATA

Name:	Seiko Watch Kabushiki Kaisha trading as Seiko Watch Corporation
Street Address:	2-1 Shibaura 1-chome, Minato-ku
City:	Tokyo
State/Country:	JAPAN
Entity Type:	CORPORATION: JAPAN

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	0923785	PULSAR
Registration Number:	1054707	PULSAR
Registration Number:	2195676	PULSAR
Registration Number:	2244321	PULSAR
Registration Number:	2504663	PULSAR
Registration Number:	3018360	SOLAR 4000
Registration Number:	3291587	XTREME

CORRESPONDENCE DATA

Fax Number: (212)806-2560
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-806-5400
 Email: afisher@stroock.com
 Correspondent Name: Laura Goldbard George
 Address Line 1: 180 Maiden Lane
 Address Line 2: Stroock & Stroock & Lavan LLP

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**TRADEMARK
 REEL: 004055 FRAME: 0691**

Address Line 4: New York, NEW YORK 10038-4982

ATTORNEY DOCKET NUMBER:

551508/611

DOMESTIC REPRESENTATIVE

Name: Laura Goldbard George

Address Line 1: 180 Maiden Lane

Address Line 2: Stroock & Stroock & Lavan LLP

Address Line 4: New York, NEW YORK 10038-4982

NAME OF SUBMITTER:

Laura Goldbard George

Signature:

/laura goldbard george/

Date:

09/01/2009

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Seiko Holdings Kabushiki Kaisha trading as Seiko Holdings Corporation, a Japanese corporation, having a principal place of business at 5-11 Ginza 4-chome, Chuo-ku, Tokyo, Japan (hereinafter referred to as "ASSIGNOR"), is the owner of the trademarks and the record owner of the trademark registrations shown on the accompanying Schedule A (hereinafter referred to as the "TRADEMARKS"); and

WHEREAS, Seiko Watch Kabushiki Kaisha trading as Seiko Watch Corporation, a Japanese corporation, having a principal place of business at 2-1, Shibaura 1-chome, Minato-ku, Tokyo, Japan (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of the rights, title and interest of ASSIGNOR in, to and under the TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS:

NOW THEREFORE, in consideration of good and valuable consideration from ASSIGNEE to ASSIGNOR, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR confirms the transfer and hereby transfers and assigns to ASSIGNEE, the entire right, title and interest in and to the TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS and all trademark registrations therefor; and

ASSIGNOR does also hereby sell, assign, transfer and set over unto ASSIGNEE, its successors, legal representatives and assigns, all claims for damages by reason of past infringement of the TRADEMARKS, the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives; and

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ASSIGNOR, further authorizes the Commissioner of Patents and Trademarks of the United States, and any official of any country foreign to the United States, whose duty it is to record trademark registrations, applications and title thereto, to record the TRADEMARKS and title thereto as the property of the ASSIGNEE, its successors, legal representatives and assigns in accordance with the terms of this instrument.

IN WITNESS WHEREOF, the parties have executed this instrument on this 28th day of August, 2009.

SEIKO HOLDINGS KABUSHIKI KAISHA
Trading as Seiko Holdings Corporation

By: *H. Murakami*

Name: Hitoshi Murakami

Title: Director

SEIKO WATCH KABUSHIKI KAISHA
Trading as Seiko Watch Corporation

By: *S. Mikami*

Name: Seiichi Mikami

Title: Director

Schedule A

Registration No.	Trademark
923785	PULSAR
1054707	PULSAR
2195676	PULSAR
2244321	PULSAR
2504663	PULSAR
3018360	SOLAR 4000
3291587	XTREME

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