

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	12/31/2008		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	GENEVA WATCH COMPANY INC.		12/29/2008
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	ADVANCE WATCH COMPANY LTD.		
Street Address:	1407 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
Registration Number:	0346198	MATHEY-TISSOT	
Registration Number:	1854589	MATHEY TISSOT	
CORRESPONDENCE DATA			
Fax Number:	(248)358-3351		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(248) 358-4400		
Email:	cbaunoch@brookskushman.com		
Correspondent Name:	Anessa Owen Kramer		
Address Line 1:	1000 Town Center, 22nd Floor		
Address Line 4:	Southfield, MICHIGAN 48075-1238		
ATTORNEY DOCKET NUMBER:	ADW 4125 A		
NAME OF SUBMITTER:	Anessa Owen Kramer		
Signature:	/anessa owen kramer/		

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Date:

10/12/2009

Total Attachments: 3

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MICHIGAN DEPARTMENT OF LABOR & ECONOMIC GROWTH	
BUREAU OF COMMERCIAL SERVICES	
Date Received	(FOR BUREAU USE ONLY)
DEC 30 2008	This document is effective on the date filed, unless a subsequent effective date within 90 days after received date is stated in the document.
Name Robert Cutler	
Address c/o Akerman Senterfitt LLP	
City	State
New York	NY
	Zip Code
	10017

FILED
DEC 30 2008

Administrator
Bureau of Commercial Services

EFFECTIVE DATE: 12/31/08
 Expiration date for new assumed names: December 31,
 Expiration date for transferred assumed names appear in Item 6

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CERTIFICATE OF MERGER
 For use by Parent and Subsidiary Profit Corporations
 (Please read information and instructions on the last page)

Pursuant to the provisions of Act 284, Public Acts of 1972, the undersigned corporation executes the following Certificate:

1. a. The name of each constituent corporation and its identification number is:

Geneva Watch Company Inc.	:	
Advance Watch Company Ltd.		013224

b. The name of the surviving corporation and its identification number is:

Advance Watch Company Ltd.	013224
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c. For each subsidiary corporation, state:

Name of corporation	Number of outstanding shares in each class	Number of shares owned by the parent corporation in each class
Geneva Watch Company, Inc.	60 common	60

JB

150 = 813 117041

d. The manner and basis of converting the shares of each constituent corporation is as follows:

The issued and outstanding shares of the surviving corporation shall not be converted in any manner. The issued and outstanding shares of Geneva Watch Company, Inc. shall be surrendered and extinguished as of the effective date of the merger.

e. The amendments to the Articles or a Restatement of the Articles of Incorporation of the surviving corporation to be effected by the merger are as follows:

NONE

f. Other provisions with respect to the merger are as follows:

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REEL: 004076 FRAME: 0676

2. The merger is permitted by the state or country under whose law it is incorporated and each foreign corporation has complied with that law in effecting the merger.


3. (Delete if not applicable)
~~This consent to the merger by the shareholders of the subsidiary corporation was obtained pursuant to its Articles of Incorporation. (Such consent is necessary if the Articles of Incorporation require approval of the merger by the vote of the holders of more than the percentage of the shares owned by the parent corporation.)~~

4. (Delete if not applicable)
~~This consent to the merger by the shareholders of the parent corporation was obtained. (Such consent is necessary if its Articles of Incorporation require shareholder approval of the merger, the plan of merger amends its Articles of Incorporation, or a subsidiary is to be the surviving corporation.)~~

5. (Complete only if an effective date is desired other than the date of filing)
The merger shall be effective on the 31 day of December, 2008.

Signed this 29 day of December, 2008

Advance Watch Company Ltd.
(Name of parent corporation)

By 
(Signature of an authorized officer or agent)

JOHN CUCCURULLO
(Type or Print Name)