

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 |
| SMH (US) INC. | | 07/09/1998 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | THE SWATCH GROUP (U.S.) INC. | | |
| Street Address: | 1200 Harbor Boulevard, 7TH Floor | | |
| City: | WEEHAWKEN | | |
| State/Country: | NEW JERSEY | | |
| Postal Code: | 07087 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1148416 | KHAKI | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (914)941-6091 | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | |
| Email: | mcan@collenip.com | | |
| Correspondent Name: | Jess M. Collen | | |
| Address Line 1: | 80 South Highland Avenue | | |
| Address Line 4: | OSSINING, NEW YORK 10562 | | |
| ATTORNEY DOCKET NUMBER: | 72105 | | |
| NAME OF SUBMITTER: | JANE F. COLLEN | | |
| Signature: | /Jane F. Collen/ | | |
| Date: | 03/05/2010 | | |
| Total Attachments: 0 | | | |

OP \$40.00 1148416

**THIS
PAGE
INTENTIONALLY
LEFT
BLANK**