

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
Officine Panerai N.V.		12/14/2009	CORPORATION: NETHERLANDS ANTILLES

RECEIVING PARTY DATA

Name:	Officine Panerai A.G.
Street Address:	Hinterbergstrasse 22, Postfach 61
City:	6312 Steinhausen
State/Country:	SWITZERLAND
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 20

Property Type	Number	Word Mark
Registration Number:	3756691	
Registration Number:	2731719	ARKTOS
Registration Number:	2673704	PANERAI
Registration Number:	2569251	LUMINOR
Registration Number:	2569253	LUMINOR
Registration Number:	2495943	
Registration Number:	2512098	RADIOMIR
Registration Number:	2494170	PANERAI
Registration Number:	2495947	MARE NOSTRUM
Registration Number:	2624232	SEALAND
Registration Number:	2864075	BLACK SEAL
Registration Number:	2323571	
Registration Number:	2340290	PANERAI
Registration Number:	2418830	RADIOMIR

OP \$515.00 3756691

Registration Number:	2288561	SEAL
Registration Number:	2516018	LUMINOR
Registration Number:	2362908	MARE NOSTRUM
Registration Number:	3178943	
Serial Number:	77641679	
Serial Number:	77637598	ZEROGRAPH

CORRESPONDENCE DATA

Fax Number: (212)813-9600
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (212) 813-1600
Email: cboehm@creativity-law.com, ms@creativity-law.com
Correspondent Name: Milton Springut
Address Line 1: 488 Madison Avenue
Address Line 2: 19 FL
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER: PANE 0016

DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER: Caroline G. Boehm

Signature: /CGB/

Date: 07/16/2010

Total Attachments: 5
source=Panerai 1 - Officine Panerai AG#page1.tif
source=Panerai 1 - Officine Panerai AG#page2.tif
source=Panerai BLV-B1-CP00_LDAPMAIL_01042010-101203#page1.tif
source=Panerai BLV-B1-CP00_LDAPMAIL_01042010-101203#page2.tif
source=Panerai BLV-B1-CP00_LDAPMAIL_01042010-101203#page3.tif

CERTIFICATE OF CORPORATE DOMICILE AND NAME CHANGE

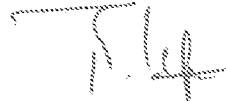
Officine Panerai N.V. (hereinafter called the "Limited Company"), a Limited company organized and existing under and by virtue of the laws of the Netherlands Antilles, with a principal place of business at Scharlooweg 33, Curaçao, Netherlands Antilles, does hereby certify that, pursuant to the resolution of the Board of Directors dated December 14, 2009:

1. The Limited Company, pursuant to Article 161 *et seq.* of the Swiss CPIL, moved its domicile from Curaçao, Netherlands Antilles to Switzerland.
2. The name of the Limited Company immediately prior to the move of domicile is Officine Panerai N.V.
3. The address of the Limited Company immediately prior to the move of domicile is Scharlooweg 33, Curaçao, Netherlands Antilles.
4. The name of the Limited Company after the move of domicile is Officine Panerai AG.

5. The address of the Limited Company after the move of domicile is

Hinterbergstrasse 22
Postfach 61
6312 Steinhausen
Switzerland

In Witness Whereof, the undersigned being duly authorized to sign on behalf of the
converting Limited Company have executed this Certificate on the 5th day of
July, 2010.



.....
Name: Richard Lepeu

Title: Member of the Board

Interserv AG
Sasbühnenstrasse 65
Postfach
01000 Zürich
Tel. 044 450 33 44
Fax 044 450 40 75
info@interserv.ch
www.interserv.ch

Interserv SA Lausanne
Av. de l'Armin-Petit 4
Case postale
1001 Lausanne
Tel. 021 313 44 44
Fax 021 351 20 51
info@interserv.ch
www.interserv.ch

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INTERSERV SA Lausanne
Avenue-Petit 4
Case postale 401
1001 Lausanne
Tel. 021 313 44 44

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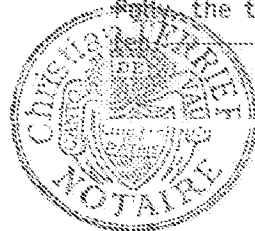
Catherine Poulain
Directrice

Légalisation N° 8212.-

I, **Christian Terrier**, Notary Public at Pully-Lausanne, Switzerland, hereby certify the authenticity of the signature apposed on the present document by Mrs. Catherine Poulain, in the name of the company Interserv S.A., Lausanne, at Lausanne, whom she validly binds by her single signature as a manager of the same company. -----

Identity known to the notary; signature confirmed to him. -----

At Pully, the twenty-ninth day of March two thousand and -----



Company number CH-170.3.034.170-1	Legal status Limited company (Ltd)	Entry 21.01.2010	Deleted	Carried over from: on:	1
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[Bar code] All entries

Entry	Del.	Company name	Ref.	Registered Office
1		Officine Paneral AG	1	Steinhausen
1		Officine Paneral SA (Officine Paneral Ltd)		

Entry	Del.	Share capital (CHF)	Paid in (CHF)	Share denomination	Entry	Del.	Company address
1		1,227,161.00	1,227,161.00	1,227,161 not freely transferable registered shares at CHF 1.00	1		Hinterbergstrasse 22 6330 Cham
					3		Hinterbergstrasse 22 6312 Steinhausen

Entry	Del.	Purpose
Entry	Del.	Acquisition, holding, management and disposal of industrial property rights; complete re-registration of the purpose pursuant to the Articles of Association

Entry	Del.	Remarks	Ref.	Date of Articles of Association
1		Announcements to shareholders are sent by ordinary post, fax or e-mail to the addresses listed in the share register.	1	16.12.2009
1		The registered shares are not freely transferable in accordance with the Articles of Association.		
1		Officine Paneral NV, a <i>Naamloze Venootschap</i> (limited company) incorporated under the law of the Netherlands Antilles, entered in the Curaçao Commercial Register, Netherlands Antilles, in accordance with Article 161 et seq. of the Swiss CPIL, has changed its corporate domicile from Curaçao (AN) to Switzerland, pursuant to the Resolution of 14.12.2009.		

Entry	Del.	Specific facts and circumstances	Ref.	Official publication
			1	Swiss Commercial Gazette

Entry	Del.	Affiliated firm(s)	Entry	Del.	Affiliated firm(s)

Init.	Ref.	Journal No.	Journal date	SCG	SCG date	Page / Id	Init.	Ref.	Journal No.	Journal date	SCG	SCG date	Page / Id
ZG	1	921	21.01.2010	18	27.01.2010	26 / 6462952							
ZG	2	B 1159	26.01.2010	B 21	01.02.2010	26 / 5469642							
ZG	3	3846	10.03.2010	52	16.03.2010	21 / 5542924							

Entry	Mod.	Del.	Personal details	Role	Type of signature
1			Lepeu, Richard, French citizen, in Geneva	Member of the Board of Directors	Sole signature
1			Mostert, Frederick, British citizen, in London (UK)	President of the Board of Directors	Two joint signatures
1		2m	Saleh, Jaime, from the Netherlands Antilles (AN), in Curacao (NL)	Member of the Board of Directors	Two joint signatures
1	2		PricewaterhouseCoopers SA (CH-660.1.784.998-4), in Geneva Saleh, Jaime, from the Netherlands Antilles (AN), in Curacao (AN)	Auditors Member of the Board of Directors	Two joint signatures

Zug, 15.03.2010 09:05 KAS

Official stamp with imprint:

CERTIFIED EXTRACT

Zug, 15 MARCH 2010

ZUG COMMERCIAL REGISTRY OFFICE

[Signature - illegible]

This extract from the Cantonal Commercial Register is not valid without the adjacent original certification. The extract contains all the entries that currently apply to this company as well as any deleted entries. If specifically requested, an extract may be provided which merely shows all the entries that are currently valid.



Kanton Zug

HANDELSREGISTER DES KANTONS ZUG

Firmennummer CH-178.3.934.178-1	Rechtsnatur Aktiengesellschaft (AG)	Eintragung 21.01.2010	Löschung	Übertrag von: auf:	1
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Alle Eintragungen

Ei	L6	Firma	Ref	Sitz
1		Officine Paneral AG	1	Steinhausen
1		(Officine Paneral SA) (Officine Paneral Ltd)		

Ei	L6	Aktienkapital (CHF)	Liberalisierung (CHF)	Aktien-Stückelung	Ei	L6	Adresse der Firma
1		1'227'161.00	1'227'161.00	1'227'161 vinkulierte Namenaktien zu CHF 1.00	1	3	Hinterbergstrasse-22 8330-Cham 3 Hinterbergstrasse 22 6312 Steinhausen

Ei	L6	Zweck
1		Erwerb, Halten, Verwaltung und Veräusserung von Immaterialgüterrechten; vollständige Zweckumschreibung gemäss Statuten

Ei	L6	Bemerkungen	Ref	Statutendatum
1		Die Mitteilungen an die Aktionäre erfolgen mittels gewöhnlicher Postsendung, Telefax oder E-Mail an die im Aktienbuch verzeichneten Adressen.	1	16.12.2009
1		Die Übertragbarkeit der Namenaktien ist nach Massgabe der Statuten beschränkt.		
1		Gemäss Beschluss vom 14.12.2009 hat die Officine Paneral NV, eine Naamloze Venootschap nach dem Recht der Niederländischen Antillen, registriert beim Curaçao Commercial Register, Niederländische Antillen, gemäss Art. 161 II IPRG ihren Sitz von Curaçao in die Schweiz verlegt		

Ei	L6	Besondere Teilbestände	Ref	Publikationsorgan
			1	SHAB

Ei	L6	Zweigniederlassung (en)	Ei	L6	Zweigniederlassung (en)

Zei	Ref	TR-Nr	TR-Datum	SHAB	SHAB-Dat	Seite / Id	Zei	Ref	TR-Nr	TR-Datum	SHAB	SHAB-Dat	Seite / Id
ZG	1	921	21.01.2010	18	27.01.2010	26 / 5462952							
ZG	2	B 1159	26.01.2010	B 21	01.02.2010	26 / 5469642							
ZG	3	3848	10.03.2010	52	18.03.2010	21 / 5542824							

Ei	Ae	L6	Personalangaben	Funktion	Zeichnungsart
1			Lepeu, Richard, französischer Staatsangehöriger, in Genève	Mitglied des Verwaltungsrates	Einzelunterschrift
1			Mostert, Frederick, britischer Staatsangehöriger, in London (UK)	Präsident des Verwaltungsrates	Kollektivunterschrift zu zweien
1		2m	Saleh, Jaime, von den Niederländischen Antillen (AN), in Curaçao (NL)	Mitglied des Verwaltungsrates	Kollektivunterschrift zu zweien
1			PricewaterhouseCoopers SA (CH-860.1.784.998-4), in Genève	Revisionsstelle	
1		2	Saleh, Jaime, von den Niederländischen Antillen (AN), in Curaçao (AN)	Mitglied des Verwaltungsrates	Kollektivunterschrift zu zweien

Zug, 15.03.2010 08:05 KAS

BEGLAUBIGTER AUSZUG

Zug, 15. MRZ. 2010

HANDELSREGISTERAMT ZUG

Dieser Auszug aus dem kantonalen Handelsregister hat ohne die nebenstehende Originalbeglaubigung keine Gültigkeit. Er enthält alle gegenwärtig für diese Firma gültigen Eintragungen, sowie allfällig gestrichenen Eintragungen. Auf besonderes Verlangen kann auch ein Auszug erstellt werden, der lediglich alle gegenwärtig gültigen Eintragungen enthält.

TRADEMARK

RECORDED: 07/16/2010

REEL: 004243 FRAME: 0840