

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Seiko Sewing Machine Co., Ltd.		07/20/2010	CORPORATION: JAPAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Seiko Holdings Kabushiki Kaisha		
<b>Trading As:</b>	TA Seiko Holdings Corporation		
<b>Street Address:</b>	5-11 Ginza 4-chome, Chuo-ku		
<b>City:</b>	Tokyo		
<b>State/Country:</b>	JAPAN		
<b>Entity Type:</b>	CORPORATION: JAPAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2645449	SEIKO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)806-2560		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-806-5400		
<b>Email:</b>	tm@stroock.com		
<b>Correspondent Name:</b>	Laura Goldbard George		
<b>Address Line 1:</b>	180 Maiden Lane		
<b>Address Line 2:</b>	Stroock & Stroock & Lavan LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10038-4982		
<b>ATTORNEY DOCKET NUMBER:</b>	551508/0914		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Laura Goldbard George		
<b>Address Line 1:</b>	180 Maiden Lane		
<b>Address Line 2:</b>	Stroock & Stroock & Lavan LLP		

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**TRADEMARK  
 REEL: 004446 FRAME: 0591**

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

NAME OF SUBMITTER:	Laura Goldbard George
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Signature:	/laura goldbard george/
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Date:	01/04/2011
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ASSIGNMENT OF TRADEMARKS

WHEREAS, SEIKO SEWING MACHINE CO., LTD., a Japanese corporation, having its principal place of business at 13-6, Sakaecho 2-chome, Funabashi-shi, Chiba, Japan, (hereinafter referred to as "ASSIGNOR"), is the owner of the trademark SEIKO and the record owner of Trademark Registration No. 2,645,449 (hereinafter referred to as the "TRADEMARK"); and

WHEREAS, SEIKO HOLDINGS KABUSHIKI KAISHA trading as SEIKO HOLDINGS CORPORATION, a Japanese corporation, having an address of 5-11 Ginza 4-chome, Chuo-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 TRADEMARK, together with the goodwill of the business associated with the TRADEMARK:

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 TRADEMARK, together with the goodwill of the business associated with the TRADEMARK 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 TRADEMARK, 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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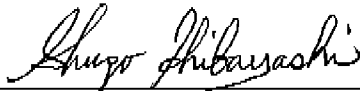
**TRADEMARK**  
**REEL: 004446 FRAME: 0593**

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 TRADEMARK and title thereto as the property of the ASSIGNEE, its successors, legal representatives and assigns in accordance with the terms of this instrument; and

ASSIGNOR, further agrees to execute such addition documents as may be required in countries foreign to the United States, to record ASSIGNEE as the owner of the TRADEMARK and registrations and applications herein assigned.

IN WITNESS WHEREOF, the parties have executed this instrument on this 20<sup>th</sup> day of July 2010.

SEIKO SEWING MACHINE CO., LTD.

By:   
Name: Shuzo Ichibayashi  
Title: President

SEIKO HOLDINGS KABUSHIKI KAISHA  
trading as SEIKO HOLDINGS CORPORATION

By:   
Name: Hitoshi Murakami  
Title: Executive Director