

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nielsen Business Media, Inc.		04/29/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Europa Star HBM SA		
Street Address:	25 route des Acacias		
City:	Geneva 26		
State/Country:	SWITZERLAND		
Postal Code:	1211		
Entity Type:	Societe Anonyme: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2946745	WATCH AFICIONADO	
CORRESPONDENCE DATA			
Fax Number:	(203)327-1096		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	203-324-6155		
Email:	jbutchko@ssjr.com		
Correspondent Name:	Gene S Winter		
Address Line 1:	986 Bedford Street		
Address Line 2:	St. Onge Steward Johnston & Reens LLC		
Address Line 4:	Stamford, CONNECTICUT 06905		
ATTORNEY DOCKET NUMBER:	05560-T0002A		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

OP \$40.00 2946745

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**TRADEMARK
 REEL: 004531 FRAME: 0033**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Gene W. Winter

Signature:

/Gene W. Winter/

Date:

04/29/2011

Total Attachments: 2

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Trademark Assignment

WHEREAS, Nielsen Business Media, Inc., a Delaware corporation, with an address at 770 Broadway, New York, New York 10003; (hereinafter referred to as ASSIGNOR) has adopted and owns the trademark WATCH AFICIONADO (CI. 016), U.S. Registration No. 2,946,745, registered May 3, 2005;

WHEREAS, Europa Star HBM SA, a Société Anonyme of Switzerland, with an address at 25 route des Acacias, CH-1211 Geneva 26, Switzerland; (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademark as set forth hereinabove;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the said the trademark WATCH AFICIONADO (CI. 016), U.S. Registration No. 2,946,745, registered May 3, 2005, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademark, and the right to sue for past infringements thereof.

Nielsen Business Media, Inc.

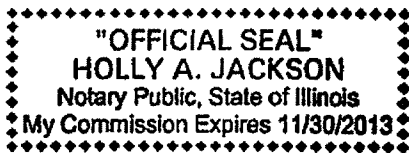
Date: APRIL 29, 2011
Location: Schaumburg, IL

By: Mary A. Dresdow
Name: Mary A. Dresdow
Title: Vice President

STATE OF ILLINOIS : ss.
COUNTY OF COOK

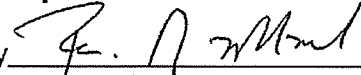
On APRIL 29, 2011, before me personally came Mary A. Dresdow, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

Holly A. Jackson
Notary Public



Europa Star HBM SA

Date: April 29, 2011
Location: Geneva Switzerland

By 
Name: Philippe Maillard
Title: ~~Editor in Chief~~ Managing Director

Declaration of Witness

I declare that I was personally present and did see **Philippe Maillard**, who is personally known to me to be the person named in this assignment, duly sign and execute the same.

Declared at (city) Geneva, on April 29, 2011.

Signature of Witness



Francine Papaux
Name of Witness