

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Swiss Army Brand Ltd.		08/31/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Victorinox AG		
Street Address:	Schmiedgasse 57		
City:	CH-6438 Ibach-Schwyz		
State/Country:	SWITZERLAND		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2473866		
CORRESPONDENCE DATA			
Fax Number:	(212)308-4844		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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Email:	trademark@eapdlaw.com		
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Address Line 4:	New York, NEW YORK 10150		
ATTORNEY DOCKET NUMBER:	301674.4355		
DOMESTIC REPRESENTATIVE			
Name:	Edwards Angell Palmer & Dodge LLP		
Address Line 1:	F.D.R. Station P.O. Box 130		
Address Line 4:	New York, NEW YORK 10150		
NAME OF SUBMITTER:	Andrea Jackson		

CH \$40.00 2473866

Signature:	/aj/
Date:	09/06/2011
Total Attachments: 3 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif source=Trademark Assignment#page3.tif	

TRADEMARK ASSIGNMENT

Swiss Army Brand Ltd., a Delaware corporation having an address at 7 Victoria Drive, Monroe, Connecticut 06468-1212 (hereinafter "ASSIGNOR"), is the owner of the trademark CROSS & SHIELD Design, registered under No. 2,473,866 in the United States Patent and Trademark Office as set forth on the attached Schedule A.

Victorinox AG, a Swiss corporation having an address of Schmiedgasse 57, CH-6438 Ibach, Switzerland (hereinafter "ASSIGNEE") is desirous of acquiring said trademark, the aforesaid registration and any and all rights that ASSIGNOR may have therein together with the goodwill of the business in connection with which said mark is used and which is symbolized by said mark, including the right to recover damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto ASSIGNEE, all right, title and interest in and to the said mark and the aforesaid registration thereof together with the goodwill of the business in connection with which said mark is used and which is symbolized by the said mark, including the right to recover damages and profits for past infringement thereof.

ASSIGNOR agrees to execute and deliver as may be requested by ASSIGNEE, all documents, instruments and assignments, and to perform all reasonable acts as ASSIGNEE may require in order to consolidate, vest and record all of ASSIGNOR'S right, title, and interest in and to the said mark in ASSIGNEE and to provide evidence of the use of said mark to support any of the foregoing in the event such evidence is required or deemed

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necessary by ASSIGNEE, to the extent such evidence is within the possession or control of ASSIGNOR.

IN WITNESS WHEREOF, the ASSIGNOR has executed this Trademark Assignment on this 31st day of ~~July~~, 2011.
August

SWISS ARMY BRAND LTD.

By: [Signature]
Name: Marc Gold
Title: SUP France

STATE OF Connecticut
COUNTY OF Fairfield ss. MONROE

On this the 15th day of September, 2011, before me appeared Marc Gold, the person who signed this instrument, who acknowledged that he signed such instrument as his free act and deed.

[Signature]
Notary Public
My commission expires SEPTEMBER 30, 2014
THERESA K. HENNESSEY
NOTARY PUBLIC
MY COMMISSION EXPIRES AUG. 31, 2014

Int. Cl.: 25

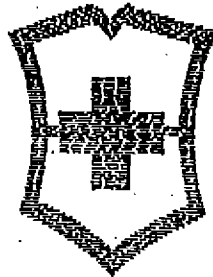
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,473,866

Registered July 31, 2001

**TRADEMARK
PRINCIPAL REGISTER**



SWISS ARMY BRAND LTD. (DELAWARE COR-
PORATION)
ONE RESEARCH DRIVE
SHELTON, CT 064840874

THE DRAWING IS LINED FOR THE COLOR
SILVER.

FOR: SWEATERS AND TEE SHIRTS, IN CLASS 25
(U.S. CLS. 22 AND 39).

SN 75-293,047, FILED 5-16-1997.

FIRST USE 1-24-2001; IN COMMERCE 1-24-2001.

MICHAEL LEVY, EXAMINING ATTORNEY

SCHEDULE A