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
SEIKO Corporation of America		02/06/2012	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Seiko Watch Kabushiki Kaisha
Trading As:	TA Seiko Watch Corporation
Street Address:	8-10 Toranomon, 2-chome
Internal Address:	Minato-ku
City:	Tokyo
State/Country:	JAPAN
Postal Code:	105-8467
Entity Type:	CORPORATION: JAPAN

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	85522916	XNY

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CORRESPONDENCE DATA

Fax Number: (212)806-2560
Phone: 212-806-5400
Email: tm@stroock.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Laura Goldbard George
Address Line 1: 180 Maiden Lane
Address Line 2: Stroock & Stroock & Lavan LLP
Address Line 4: New York, NEW YORK 10038-4982

ATTORNEY DOCKET NUMBER:	551509/0302

DOMESTIC REPRESENTATIVE

Name:	Laura Goldbard George
Address Line 1:	180 Maiden Lane
Address Line 2:	Stroock & Stroock & Lavan LLP
Address Line 4:	New York, NEW YORK 10038-4982

NAME OF SUBMITTER:	Laura Goldbard George
Signature:	/laura goldbard george/
Date:	02/06/2012

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

WHEREAS, **SEIKO Corporation of America, a New York corporation**, having its principal place of business at **1111 Macarthur Boulevard, Mahwah, New Jersey 07430** (hereinafter referred to as "ASSIGNOR"), is the owner of the trademark and the record owner of U.S. Trademark Application No. 85/522,916 for the mark XNY (hereinafter referred to as the "TRADEMARK"); and

WHEREAS, **Seiko Watch Kabushiki Kaisha (trading as Seiko Watch Corporation), a Japanese corporation**, having its principal place of business at **8-10 Toranomon, 2-Chome, Minato-ku, Tokyo 105-8467, 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, including the registration thereof, together with the goodwill of the business symbolized by the TRADEMARK being assigned;

NOW THEREFORE, in consideration of the sum of TEN ($10.00) DOLLARS and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns to ASSIGNEE, its successors and assigns, all of ASSIGNOR'S rights, title and interest in and to the TRADEMARK including the United States registration therefor, together with the goodwill of the business symbolized by the TRADEMARK; and in connection with this intent-to-use application, ASSIGNOR also transfers to the ASSIGNEE, its successors and assigns, the business, or the portion of the business to which the TRADEMARK pertains.

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

ASSIGNOR, further authorizes the Commissioner of Patents and Trademarks of the United States, 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

IN WITNESS WHEREOF, ASSIGNOR has executed this instrument on this 6th day of February, 2012.

SEIKO Corporation of America

By: _____
Name: Kenji Hagiwara
Title: President and Chief Executive Officer

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