

## 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
Game Time Group LLC		04/03/2012	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Advance Watch Company Ltd.		
Street Address:	1407 Broadway		
Internal Address:	Suite 400		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3489779	GAME TIME	
Registration Number:	3539679	GTSPORTS	
Registration Number:	3430576	GTEN	
CORRESPONDENCE DATA			
Fax Number:	(212)888-7306		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(212)888-7300		
Email:	agarfunkel@garfunkel.biz		
Correspondent Name:	Law Office of Alan J. Garfunkel LLC		
Address Line 1:	63 Lincoln Road		
Address Line 4:	Scarsdale, NEW YORK 10583		
NAME OF SUBMITTER:	Alan J. Garfunkel		

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Signature:	/Alan J. Garfunkel/
Date:	04/03/2012
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## TRADEMARK ASSIGNMENT

WHEREAS, Game Time Group LLC, a New York limited liability company (“Game Time”), having an address at 1407 Broadway, Suite 400, New York, New York 10018, is merging, as of March 31, 2012, into Advance Watch Company Ltd, a Michigan Corporation, (“Advance”), having an address at 1407 Broadway, Suite 400, New York, New York 10018; and,


WHEREAS, Game Time wishes to transfer certain trademarks to Advance in connection with this merger; and,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Game Time conveys, transfers, assigns, delivers and contributes to Advance all of Game Time’s right, title, and interest of whatever kind in and to the trademarks and applications for trademarks listed in Appendix A (the “Marks”), together with (1) the goodwill of the business relating to all products upon which the Marks are used and for which they are registered: (2) all income, royalties, and damages hereafter due or payable to Game Time with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks: and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

AND, furthermore, Game Time covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Advance full right, title, and interest in the Marks and further covenants and agrees with Advance, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by it and that full right to convey the same as herein expressed is possessed by it, and such Marks are unencumbered by any lien, judgment, security interest or mortgage.

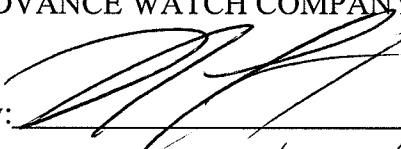
IN WITNESS WHEREOF and on behalf of Game Time Group LLC, the undersigned has hereunto set its hand as of this 31st day of March, 2012.

GAME TIME GROUP LLC - By *Advance watch Co LTD,*  
*MANAGING MEMBER*

By:   
Name: *Nicholas Lanzetta*  
Title: *VP FINANCE*

SIGNED for and on behalf of Advance Watch Company Ltd confirming acceptance of the assignment.

ADVANCE WATCH COMPANY LTD.

By:   
Name: *Nicholas Lanzetta*  
Title: *VP FINANCE*



## Appendix A

### List of Trademarks

<b>Marks</b>	<b>Country/ Authority</b>	<b>Intl. Class</b>	<b>Reg. No.</b>	<b>Date Registered</b>
GAME TIME	US	011, 014, 016 and 020	3,489,779	8/19/2008
GTSPORTS	US	006	3,539,679	12/2/2008
GTEN	US	014	3,430,576	5/20/2008

and any and all right, title and interest to any unfiled, dead or abandoned marks and any modifications and revisions to the Marks.