

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 | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Seiko Holdings Kabushiki Kaisha (trading as Seiko Holdings Corporation)</td> <td></td> <td>03/30/2012</td> <td>CORPORATION: JAPAN</td> </tr> </tbody> </table> | | | | Name | Formerly | Execution Date | Entity Type | Seiko Holdings Kabushiki Kaisha (trading as Seiko Holdings Corporation) | | 03/30/2012 | CORPORATION: JAPAN | | | | | | | |
| Name | Formerly | Execution Date | Entity Type | | | | | | | | | | | | | | | |
| Seiko Holdings Kabushiki Kaisha (trading as Seiko Holdings Corporation) | | 03/30/2012 | CORPORATION: JAPAN | | | | | | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | | | | | | | | |
| <table border="1"> <tr> <td>Name:</td> <td>S-Yard Kabushiki Kaisha (trading as S-Yard Co., Ltd.)</td> </tr> <tr> <td>Street Address:</td> <td>6-6 Ginza 1-Chome, Chuo-Ku</td> </tr> <tr> <td>City:</td> <td>Tokyo</td> </tr> <tr> <td>State/Country:</td> <td>JAPAN</td> </tr> <tr> <td>Entity Type:</td> <td>CORPORATION: JAPAN</td> </tr> </table> | | | | Name: | S-Yard Kabushiki Kaisha (trading as S-Yard Co., Ltd.) | Street Address: | 6-6 Ginza 1-Chome, Chuo-Ku | City: | Tokyo | State/Country: | JAPAN | Entity Type: | CORPORATION: JAPAN | | | | | |
| Name: | S-Yard Kabushiki Kaisha (trading as S-Yard Co., Ltd.) | | | | | | | | | | | | | | | | | |
| Street Address: | 6-6 Ginza 1-Chome, Chuo-Ku | | | | | | | | | | | | | | | | | |
| City: | Tokyo | | | | | | | | | | | | | | | | | |
| State/Country: | JAPAN | | | | | | | | | | | | | | | | | |
| Entity Type: | CORPORATION: JAPAN | | | | | | | | | | | | | | | | | |
| PROPERTY NUMBERS Total: 4 | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>2907117</td> <td>S-YARD ACROCLASS</td> </tr> <tr> <td>Registration Number:</td> <td>1949357</td> <td>S-YARD</td> </tr> <tr> <td>Registration Number:</td> <td>2807253</td> <td>S-YARD</td> </tr> <tr> <td>Registration Number:</td> <td>2101270</td> <td>SENFINA</td> </tr> </tbody> </table> | | | | Property Type | Number | Word Mark | Registration Number: | 2907117 | S-YARD ACROCLASS | Registration Number: | 1949357 | S-YARD | Registration Number: | 2807253 | S-YARD | Registration Number: | 2101270 | SENFINA |
| Property Type | Number | Word Mark | | | | | | | | | | | | | | | | |
| Registration Number: | 2907117 | S-YARD ACROCLASS | | | | | | | | | | | | | | | | |
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| Registration Number: | 2101270 | SENFINA | | | | | | | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | | | | | | | | |
| <p>Fax Number: 2129860604</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: 212-297-2660</p> <p>Email: nyodocket@cozen.com</p> <p>Correspondent Name: Edward M. Weisz/Cozen O'Connor</p> <p>Address Line 1: 277 Park Avenue</p> <p>Address Line 4: New York, NEW YORK 10172</p> | | | | | | | | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 309487 | | | | | | | | | | | | | | | | | |

CH \$115.00 2907117

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

| | |
|--------------------|-------------------|
| NAME OF SUBMITTER: | Edward M. Weisz |
| Signature: | /Edward M. Weisz/ |
| Date: | 07/19/2012 |

Total Attachments: 2

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Deed of Assignment

This Assignment entered into as of the 30th day of March, 2012 in Tokyo

BETWEEN

SEIKO HOLDINGS KABUSHIKI KAISHA (trading as **SEIKO HOLDINGS CORPORATION**,) a corporation duly organized and existing under the law of **Japan**, whose registered office is

5-11, GINZA 4-CHOME, CHUO-KU, TOKYO, JAPAN

(hereinafter referred to as Assignor).

AND

S-YARD KABUSHIKI KAISHA (trading as **S-YARD CO., LTD.**), a corporation duly organized and existing under the law of **Japan**, whose registered office is at

6-6, GINZA 1-CHOME, CHUO -KU, TOKYO, JAPAN

(hereinafter referred to as Assignee)

whereas,

(a) The Assignor is the registered proprietor of the Trademark in the U.S.A., particular of which are set out below:

| <u>Appl/ Reg. No.</u> | <u>Trademark</u> | <u>Class</u> |
|-----------------------|------------------|----------------|
| 2907117 | S-YARD ACROCLASS | 28 |
| 1949357 | S-YARD | 28 |
| 2807253 | S-YARD | 18, 24, 25, 28 |
| 2101270 | SENFINA | 28 |

(hereinafter referred to as "Trademarks")

(b) The Assignee is desirous of acquiring the entire right, title and interest in and to the Trademark(s) within the Territory of the United States of America.

Now, it is hereby agreed as follows :

I. Assignment

I.1. For and in consideration of 1 USD, and other valuable consideration, the receipt of which is hereby acknowledged, the Assignor does hereby sell, assign and transfer unto the Assignee, its successors and assigns, its entire right, title and interest for the Territory in and to the Trademarks together with all the goodwill connected with and symbolized by the Trademarks, the same to be held and enjoyed by the said Assignee, its successors and assigns.

TRADEMARK

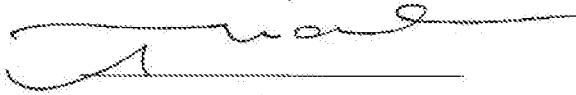
I.2. The Assignee shall on his own expenses, execute all such documents and do all such things as may be necessary to record the required particulars of this Assignment at the National Office of Intellectual Property in the Territory.

II. Infringement and dispute resolution

II.1 To the extent, if any, that the Assignor has or had the right to take actions against third parties for infringement of the Trademarks, the Assignor assigns, transfers and set over to the Assignee all such right whether or not such infringement took place prior to the date of this Assignment.

In witness whereof, the parties have caused this Assignment to be executed by their duly authorized representative as of the date first above written.

On behalf of the Assignor



Name: Akio Naito

Position: Director

On behalf of the Assignee

S-YARD CO., LTD.



Name: Kenji Kobayashi

Position: Representative Director,