

## 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
Montres Tudor S.A.		03/06/2013	Societe Anonyme: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Tudor Watch U.S.A., LLC		
Street Address:	665 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Serial Number:	77866638	TUDOR AERONAUT	
Registration Number:	1726667	MONARCH	
Registration Number:	3206876	CHRONAUTIC	
Registration Number:	3868277	AERONAUT	
Registration Number:	3680354	BE ANYTHING BUT OBVIOUS	
Registration Number:	2541832		
Registration Number:	1002030	TUDOR	
Registration Number:	0661372	TUDOR	
Registration Number:	0646485	TUDOR PRINCESS	
Registration Number:	0642334	TUDOR PRINCE	
CORRESPONDENCE DATA			
Fax Number:	2126888315		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

OP \$265.00 77866638

*via US Mail.*

Phone: 212-688-5151  
Email: pcousins@gibney.com  
Correspondent Name: Peter Cousins  
Address Line 1: 665 Fifth Avenue  
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Peter Cousins
Signature:	/Peter Cousins/
Date:	03/11/2013

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

**WHEREAS, MONTRES TUDOR S.A.**, a Société Anonyme duly organized and existing under the laws of Switzerland, having a business address at Rue François-Dussaud 3 CH-1211 Genève 26 SWITZERLAND (herein "Assignor"), is the owner of the U. S. trademark applications and registrations set forth below (herein the "Marks"):

**Applications**

Chronautic	Serial #79123131
Tudor Aeronaut	Serial #77866638

**Registrations**

Tudorwatch	Registration #4208394
 TUDOR WATCH YOUR STYLE	Registration #4116861
Tudor Fastrider	Registration #4116822
	Registration #4058307
Clair De Rose	Registration #4058273
Tudor Heritage	Registration #3995873
	Registration #3995815
Tudor Advisor	Registration #3927924
Tudor Glamour	Registration #3927893
Black Shield	Registration #3771772
Grantour	Registration #3734481
Hydronaut	Registration #3767632
Iconaut	Registration #3616301
Monarch	Registration #1726667
Chronautic	Registration #3206876
Aeronaut	Registration #3868277
Be Anything But Obvious	Registration #3680354
	Registration #2541832
 TUDOR	Registration #1002030
Tudor	Registration #0661372
Tudor Princess	Registration #0646485
Tudor Prince	Registration #0642334
Pelagos	Registration #4290742
Black Bay	Registration #4290741

**TRADEMARK**

**REEL: 004979 FRAME: 0029**

; and

**WHEREAS, TUDOR WATCH U.S.A., LLC**, a limited liability company duly organized and existing under the laws of Delaware, having a business address at 665 Fifth Avenue, New York, New York 10022 (herein "Assignee"), is desirous of acquiring any and all rights that Assignor may have in and to the Marks in the U.S., as well as all U.S. trademark applications and registrations therefor and all goodwill represented by the Marks in the U.S.;

**WHEREAS**, Assignee is the successor to the ongoing and existing U.S. business of Assignor to which the Marks pertain,

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest of Assignor in and to the Marks in the U.S., as well as all U.S. trademark applications and registrations therefor and all goodwill associated with the Marks in the U.S.

Assignor agrees to execute and deliver at the request of Assignee all papers, instruments and assignments, and to perform any other reasonable acts that Assignee may require, in order to vest all of Assignor's right, title, and interest in and to the Marks in the U.S. and the U.S. trademark applications and registrations therefor in Assignee and to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

**MONTRES TUDOR S.A.**

Date: March 6, 2013

By: 

Title: Manager

Name: Philippe-Emmanuel Peverelli

**MONTRES TUDOR S.A.**

By: 

Title: Proxy

Name: Catherine O'Rourke