

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
ILS Holdings, LLC		04/10/2013	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	Swiss Watch International, Inc.
Street Address:	101 S. State Road 7, Ste. 1
City:	Hollywood
State/Country:	FLORIDA
Postal Code:	33023
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	2482102	WORLDOFWATCHES.COM
Registration Number:	2672735	SMARTBARGAINS
Registration Number:	2606658	SMARTBARGAINS.COM
Registration Number:	3295716	SMARTBARGAINS.COM
Registration Number:	4033735	THE BARGAIN ALERT!
Registration Number:	3455584	YOUR PERSONAL BARGAIN HUNTER
Registration Number:	3137323	NEVER PAY RETAIL
Registration Number:	2401981	WORLD OF WATCHES
Registration Number:	2789828	THE WATCHERY

CORRESPONDENCE DATA

Fax Number: 3056042011
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Phone: 305-604-2051
 Email: lex@lexarian.com

OP \$240.00 2482102

Correspondent Name: Amaury Cruz, Esq.
Address Line 1: 1560 Lenox Avenue, Ste. 207
Address Line 4: Miami Beach, FLORIDA 33139

NAME OF SUBMITTER:	Amaury Cruz, Esq.
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Signature:	/amaury cruz/
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Date:	04/11/2013
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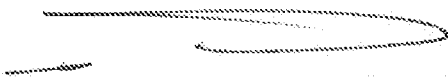
Total Attachments: 2
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source=ILS Holdings Assigns#page2.tif

ASSIGNMENT OF TRADEMARKS

WHEREAS: ILS HOLDINGS, LLC (assignor), a Florida limited liability company, whose address is 101 S. State Road 7, Suite 1, Hollywood, Florida 33023, has adopted and is using the marks identified in Schedule A attached hereto; and

WHEREAS: SWISS WATCH INTERNATIONAL, INC. (assignee), a Delaware Corporation, whose address is 101 S. State Road 7, Suite 1, Hollywood, Florida 33023, is desirous of acquiring said marks and the registrations thereof,

NOW, THEREFORE, for \$100 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ILS HOLDINGS, LLC, does hereby assign unto the said SWI WATCH INTERNATIONAL, INC., all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks (or that part of the good will of the business connected with the use of and symbolized by the marks), and all rights resulting from the above-identified applications to register or registrations thereof.



By: Lior Ben-Shmuel – President, ILS HOLDINGS, LLC

Signature of assignor; if a corporation, give the effective title of the person signing for the corporation.

[Corporate seal]

Sworn to and subscribed before me this 10 day of April ^{2013^{mw}} 2012, by Lior Ben-Shmuel, who is personally known to me or has produced a _____ as identification.

Marcia Olive Walls
NOTARY PUBLIC

MY COMMISSION NAME, Marcia Olive Walls
EXPIRES: Oct 10, 2016



Marcia Olive Walls
COMMISSION # EE 829947
EXPIRES: OCT. 10, 2016
WWW.AARONNOTARY.com

TRADEMARK
REEL: 005004 FRAME: 0874

SCHEDULE A

Text	Trademark Application No.	Trademark Registration No.
WORLDOFWATCHES.COM	76069840	2482102
SMARTBARGAINS	76061930	2672735
SMARTBARGAINS.COM	76091529	2606658
SMARTBARGAINS.COM and design	78921803	3295716
THE BARGAIN ALERT!	85112172	4033735
YOUR PERSONAL BARGAIN HUNTER	78874996	3455584
NEVER PAY RETAIL	76613566	3137323
WORLD OF WATCHES	75845964	2401981
THE WATCHERY	78133572	2789828