

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			
			<i>Limited Liability Company</i>
Name	Formerly	Execution Date	Entity Type
LP-ILS, 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: 17

Property Type	Number	Word Mark
Serial Number:	85461612	ANGELICA DEMARCO
Serial Number:	85461600	ELENNA MILLINNI
Registration Number:	2510302	ARNEX
Registration Number:	2510303	LP
Registration Number:	3987811	LP ITALY
Registration Number:	3715804	THE WORLD RUNS ON LUCIEN PICCARD TIME
Registration Number:	2510301	LUCIEN PICCARD
Registration Number:	1981245	LUCIEN PICCARD
Registration Number:	3936019	VENETIAN GOLD
Registration Number:	4003210	LUCIEN PICCARD
Registration Number:	4006877	LUCIEN PICCARD
Registration Number:	4000356	CW
Registration Number:	3239457	STRATOSPHERE
Registration Number:	3632155	MADDY EMERSON

OP: \$440.00 85461612

Registration Number:	3702151	CELEBRITY STYLE
Registration Number:	3705870	JEWELRY FOR THE CELEBRITY IN YOU
Registration Number:	0746214	DUFONTE

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
 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.
Signature:	/amaury cruz/
Date:	04/11/2013

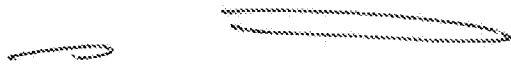
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ASSIGNMENT OF TRADEMARKS

WHEREAS: LP-ILS, 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 LP-ILS, 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, LP-ILS, 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 ~~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



SCHEDULE A

Text	Trademark Application No.	Trademark Registration No.
ANGELICA DEMARCO	85461612	
ELENA MILLINNI	85461600	
ARNEX and design	76218570	2510302
LP and design	76218596	2510303
LP ITALY	78812455	3987811
THE WORLD RUNS ON LUCIEN PICCARD TIME	77247860	3715804
LUCIEN PICCARD	76218569	2510301
LUCIEN PICCARD	74711139	1981245
VENETIAN GOLD	85013091	3936019
LUCIEN PICCARD	77888251	4003210
LUCIEN PICCARD	77883656	4006877
CW	77923306	4000356
STRATOSPHERE	78919555	3239457
MADDY EMERSON	77249759	3632155
CELEBRITY STYLE	77249742	3702151
JEWELRY FOR THE CELEBRITY IN YOU	77249728	3705870
DUFONTE	72147395	0746214