

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ADVANCE WATCH COMPANY, LTD.		07/22/2013	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	BLUETREK TECHNOLOGIES LIMITED		
Street Address:	8/F, Tai Yip Building, 141 Thomson Road		
City:	Wan Chai		
State/Country:	HONG KONG		
Entity Type:	Limited Company: HONG KONG		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85757256	CONNECTEDEVICE	
CORRESPONDENCE DATA			
Fax Number:	2483583351		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	248-358-4400		
Email:	marapakis@brookskushman.com		
Correspondent Name:	Mark A. Cantor		
Address Line 1:	1000 Town Center, 22nd Floor		
Address Line 4:	Southfield, MICHIGAN 48075-1238		
ATTORNEY DOCKET NUMBER:	ADW 4346 TUS		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Mark A. Cantor

Signature:

/mark a cantor/

Date:

07/26/2013

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

WHEREAS, ADVANCE WATCH COMPANY, LTD., a Michigan Corporation, with its principal place of business at 1407 Broadway, New York, New York 10018 ("Assignor"), is the owner of the following mark and intent-to-use application therefore in the United States Trademark Office, and has intended to use same but has not yet filed an allegation of use under §1(c) or 1(d) of the Trademark Act:

<u>Serial No.</u>	<u>Mark</u>	<u>Filed</u>
85/757,256	CONNECTEDEVICE	10/18/2012

WHEREAS, BLUETREK TECHNOLOGIES LIMITED, a Hong Kong Limited Company, with a principal place of business at 8/F, Tai Yip Building, 141 Thomson Road, Wan Chai, Hong Kong ("Assignee"), the successor of the ongoing and existing business (or portion thereof) of Assignor, is desirous of acquiring said mark and the application thereof;

WHEREAS, Assignor is assigning the mark in the above-identified application as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above identified application thereof.

ADVANCE WATCH COMPANY, LTD, Assignor

By: 

Name: Nicholas Lanzetta

Title: VP Finance

Dated: 7/12/12