

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
Baume & Mercier Societe Anonyme		07/23/2013	Societe Anonyme: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Richemont International SA		
Street Address:	Route des Biches 10		
City:	Villars-sur-Glane		
State/Country:	SWITZERLAND		
Postal Code:	1752		
Entity Type:	Societe Anonyme: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3371339	BAUME & MERCIER GENEVE	
CORRESPONDENCE DATA			
Fax Number:	2127986307		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2123260443		
Email:	dfinguerra-ducharme@pryorcashman.com, tmdocketing@pryorcashman.com, ecolon@pryorcashman.com		
Correspondent Name:	Dyan Finguerra-DuCharme		
Address Line 1:	7 Times Square c/o Pryor Cashman LLP		
Address Line 4:	New York, NEW YORK 10036-6569		
ATTORNEY DOCKET NUMBER:	18224.00083		
DOMESTIC REPRESENTATIVE			
Name:			

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Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Dyan Finguerra-DuCharme
Signature:	/dyan finguerra-ducharme/
Date:	07/26/2013
Total Attachments: 1 source=Assignment#page1.tif	

ASSIGNMENT OF TRADEMARK

This Assignment (this "Assignment") is made and entered into effective as of July 23, 2013 by and between Baume & Mercier Societe Anonyme, a Swiss Societe Anonyme, having an address at Rte de la Chanaie 50, Bellevue 1293, Switzerland ("Assignor"), on the one hand, and Richemont International SA, a Swiss Societe Anonyme, having an address at Route des Biches 10, 1752 Villars-sur-Glane, Switzerland ("Assignee"), on the other hand.

WHEREAS, Assignor owns the standard character trademark BAUME & MERCIER GENEVE (the "Mark") in cl. 14 as set forth under U.S. Trademark Registration No. 3,371,339 (the "Registration") (the Mark and Registration are collectively referred to as the "Property");

WHEREAS, Assignee wishes to acquire from Assignor all of its right, title and interest in, to and under such Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, its successors, assigns and legal representatives forever, Assignor's entire right, title and interest in and to the Property, together with that part of the goodwill of Assignor's business connected with the use thereof and symbolized thereby, and any and all of Assignor's other rights, privileges and priorities provided under United States or state law with respect to the Property, including, without limitation, Assignor's common law rights and rights under the laws of unfair competition (the "Transferred Rights") and any and all of Assignor's rights to obtain renewals, reissues, and extensions for such Property upon registration of such Property in the United States, or other legal protections pertaining to the Transferred Rights.

ASSIGNOR:

BAUME & MERCIER SA

By:  

Name: C. Bossert

R. Lapeu

Title: Director

Director

ASSIGNEE:

RICHEMONT INTERNATIONAL SA

By: 

Name: Emmanuel de la Brosse

Title: Authorized Attorney

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