

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM307968

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Breitling S.A.		05/13/2014	CORPORATION:
RECEIVING PARTY DATA			
Name:	SEIKO HOLDINGS KABUSHIKI KAISHA (trading as SEIKO HOLDINGS CORPORATION)		
Street Address:	5-11, Ginza 4-Chome		
City:	Chuo-ku		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1925357	GPS	
CORRESPONDENCE DATA			
Fax Number:	7037392815		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	iprecordals@cpaglobal.com		
Correspondent Name:	CPA Global Limited		
Address Line 1:	Liberation House		
Address Line 2:	Castle Street		
Address Line 4:	St Helier, JERSEY JE1 1BL		
NAME OF SUBMITTER:	Helen Birrell		
SIGNATURE:	/H/BIRRELL/IPR/BS/NGB SEIKO BREIT/AG1TM/		
DATE SIGNED:	06/18/2014		
Total Attachments: 2			
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source=Deed- Breitland SA to Seiko Holdings#page2.tif			

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USA

ASSIGNMENT

WHEREAS, Breitling S.A. ("ASSIGNOR"), a Company organized under the laws of Switzerland, with a place of business at Schlachthausstrasse 2, 2540 Grenchen, Switzerland, owns the trademarks ("Marks") and the United States trademark registrations ("Registrations") listed on the attached Schedule; and

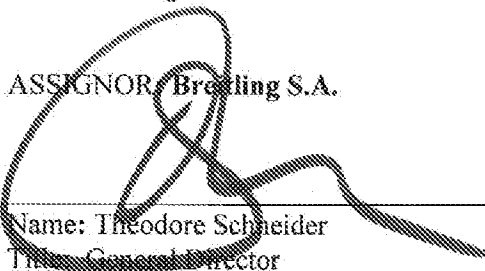
WHEREAS, SEIKO HOLDINGS KABUSHIKI KAISHA (trading as SEIKO HOLDINGS CORPORATION) ("ASSIGNEE"), a Corporation organized under the laws of Japan, with a place of business at 5-11, Ginza 4-Chome, Chuo-ku, Tokyo, JAPAN, desires to acquire all rights to the Marks, the Registrations, and the goodwill of the business symbolized by the Marks;

NOW, THEREFORE, in consideration of One Dollar and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, assigned, transferred, and set over, and does, by this Assignment, sell, assign, transfer, and set over unto ASSIGNEE, all rights to the Marks and the Registrations, together with the goodwill of the business symbolized by the Marks, and all claims for damages and profits for past infringement with the right to sue for and collect the same for the use and benefit of ASSIGNEE, its successors, assigns, and legal representatives.

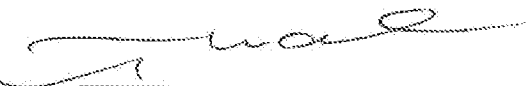
IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized officer or representative, effective as the date written below.

Date: May 13th 2014

ASSIGNOR: Breitling S.A.


Name: Theodore Schneider
Title: General Director

ASSIGNEE: SEIKO HOLDINGS KABUSHIKI KAISHA (trading as SEIKO HOLDINGS CORPORATION)


Name: Akio Naito
Title: Executive Director

Schedule

Country	IP Registration Number	IP Name
USA	1925357	GPS