

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM309892

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the address of the receiving party previously recorded on Reel 005304 Frame 0416. Assignor(s) hereby confirms the address should include Tokyo in the address.		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Breitling S.A.		05/13/2014	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Seiko Holdings Kabushiki Kaisha (Trading as Seiko Holdings Corporation)		
<b>Street Address:</b>	5-11 Ginza 4-Chome		
<b>Internal Address:</b>	Chuo-ku		
<b>City:</b>	TOKYO		
<b>State/Country:</b>	JAPAN		
<b>Entity Type:</b>	CORPORATION: JAPAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1925357	GPS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Email:</b>	iprecordals@cpaglobal.com		
<b>Correspondent Name:</b>	CPA Global Limited		
<b>Address Line 1:</b>	Liberation House		
<b>Address Line 2:</b>	Castle Street		
<b>Address Line 4:</b>	St Helier, JERSEY JE1 1BL		
<b>NAME OF SUBMITTER:</b>	Helen Birrell		
<b>SIGNATURE:</b>	/H/BIRRELL/IPR/BS/NGBSEIKOBREI/CORRAG1T/		
<b>DATE SIGNED:</b>	07/08/2014		
<b>Total Attachments: 6</b>			
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source=NGB Seiko Breitling-AG#page2.tif			

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United States Patent and Trademark Office

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Electronic Trademark Assignment System

# Confirmation Receipt

Your assignment has been received by the USPTO.  
The coversheet of the assignment is displayed below:

**TRADEMARK ASSIGNMENT COVER SHEET**

Electronic Version v1.1

Stylesheet Version v1.2

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Breitling S.A.		05/13/2014	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SEIKO HOLDINGS KABUSHIKI KAISHA (trading as SEIKO HOLDINGS CORPORATION)		
<b>Street Address:</b>	5-11, Ginza 4-Chome		
<b>City:</b>	Chuo-ku		
<b>State/Country:</b>	JAPAN		
<b>Entity Type:</b>	CORPORATION: JAPAN		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	1925357	GPS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7037392815		
<b>Email:</b>	iprecordals@cpaglobal.com		
<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>			
<b>Correspondent Name:</b>	CPA Global Limited		
<b>Address Line 1:</b>	Liberation House		
<b>Address Line 2:</b>	Castle Street		
<b>Address Line 4:</b>	St Helier, JERSEY JE1 1BL		

<b>DOMESTIC REPRESENTATIVE</b>	
Name:	
Address Line 1:	
Address Line 2:	
Address Line 3:	
Address Line 4:	
<b>NAME OF SUBMITTER:</b>	Helen Birrell
<b>Signature:</b>	/H/BIRRELL/IPR/BS/NGB SEIKO BREIT/AG1 TM/
<b>Date:</b>	06/18/2014
<b>Total Attachments: 2</b> source=Deed- Breitland SA to Seiko Holdings#page1.tif source=Deed- Breitland SA to Seiko Holdings#page2.tif	
<b>RECEIPT INFORMATION</b>	
ETAS ID:	FM307968
Receipt Date:	06/18/2014
Fee Amount:	\$40

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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

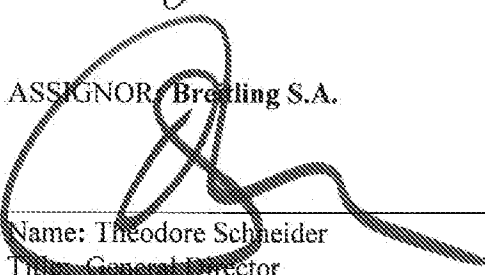
WHEREAS, SEIKO HOLDINGS KABUSHIKI KAISHA (trading as SEIKO HOLDINGS CORPORATION) ("ASSIGNEE"), a Corporation organized under the laws of Japan, with a place of business at 5-11, Ginza 4-Chome, Chuo-ku, Tokyo, JAPAN, desires to acquire all rights to the Marks, the Registrations, and the goodwill of the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

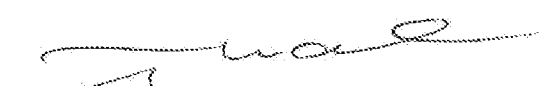
IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized officer or representative, effective as the date written below.

Date: May 13<sup>th</sup> 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



**UNITED STATES PATENT AND TRADEMARK OFFICE**

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

JUNE 19, 2014

PTAS

CPA GLOBAL LIMITED  
LIBERATION HOUSE  
CASTLE STREET  
ST HELIER, JE1 1BL JERSEY

**900292493**

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT RECORDATION BRANCH OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE ASSIGNMENT RECORDATION BRANCH AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT RECORDATION BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 06/18/2014

REEL/FRAME: 5304/0416  
NUMBER OF PAGES: 3

BRIEF: ASSIGNS THE ENTIRE INTEREST

ASSIGNOR:

BREITLING S.A.

DOC DATE: 05/13/2014  
CITIZENSHIP: NONE  
ENTITY: CORPORATION

ASSIGNEE:

SEIKO HOLDINGS KABUSHIKI KAISHA  
(TRADING AS SEIKO HOLDINGS  
CORPORATION)  
5-11, GINZA 4-CHOME  
CHUO-KU, JAPAN

CITIZENSHIP: JAPAN  
ENTITY: CORPORATION

SERIAL NUMBER: 74513905

FILING DATE: 04/18/1994

REGISTRATION NUMBER: 1925357

REGISTRATION DATE: 10/10/1995

MARK: GPS

DRAWING TYPE: TYPESET WORD(S) /LETTER(S) /NUMBER(S)

ASSIGNMENT RECORDATION BRANCH  
PUBLIC RECORDS DIVISION