

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM357055

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|---|--|-----------------------|-----------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Maurice Lacroix SA | | 07/06/2015 | CORPORATION: SWITZERLAND |
| RECEIVING PARTY DATA | | | |
| Name: | Maurice Lacroix TM SA | | |
| Street Address: | Rue Des Rangiers 21 | | |
| City: | Saignelegier | | |
| State/Country: | SWITZERLAND | | |
| Postal Code: | 2350 | | |
| Entity Type: | CORPORATION: SWITZERLAND | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2604341 | PONTOS | |
| Registration Number: | 2328264 | MAURICE LACROIX | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3146673633 | | |
| <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> | | | |
| Phone: | 314-552-6000 | | |
| Email: | ipdocket@thompsoncoburn.com | | |
| Correspondent Name: | Thomas A. Polcyn | | |
| Address Line 1: | One US Bank Plaza | | |
| Address Line 2: | Thompson Coburn LLP | | |
| Address Line 4: | St. Louis, MISSOURI 63101 | | |
| ATTORNEY DOCKET NUMBER: | 53731-142626 | | |
| NAME OF SUBMITTER: | Thomas A. Polcyn | | |
| SIGNATURE: | /thomas a. polcyn/ | | |
| DATE SIGNED: | 10/01/2015 | | |
| Total Attachments: 1 | | | |
| source=assignment#page1.tif | | | |

CH \$65.00 2604341

Deed of Assignment

between

**Maurice Lacroix SA, a Swiss corporation, Rue Des Rangiers 21, 2350 Saignelégier, Switzerland
("Assignor")**

and

**Maurice Lacroix TM SA, a Swiss corporation, Rue Des Rangiers 21, 2350 Saignelégier, Switzerland
("Assignee")**


Assignor owns U.S. Trademark Reg. No. 2,604,341 for the mark PONTOS and U.S. Trademark Reg. No. 2,328,264 for the mark MAURICE LACROIX (the "Trademarks"). Assignor desires to assign ownership of the Trademarks to Assignee, a related company, and Assignee desires to accept the same from Assignor.

For one dollar (\$1.00) and other good and valuable consideration, the receipt and adequacy of which are acknowledged, Assignor hereby assigns, transfers and conveys to Assignee its entire right, title, interest in and to the Trademarks, together with the accompanying goodwill and that portion of the business represented and symbolized by the Trademarks (including, without limitation, the right to apply to renew the associated registrations, the right to apply for trademark registrations based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States to record the transfer of the registration for the Trademark to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademark.

Maurice Lacroix SA ("Assignor")

By:

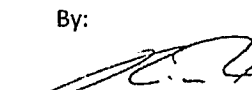

Signature

Philipp von Buelen Gaupo Tseling
Printed Name and Title

6. July 2015
Date

Maurice Lacroix TM SA ("Assignee")

By:


Signature

Philipp von Buelen Gaupo Tseling
Printed Name and Title

6. July 2015
Date