

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM420221

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mathias Brosset		02/09/2017	INDIVIDUAL: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Tudor Watch U.S.A., LLC		
Street Address:	665 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87232864	BORN TO DARE	
CORRESPONDENCE DATA			
Fax Number:	2126888315		
<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:	2127059811		
Email:	pcousins@gibney.com, vtoranzo@gibney.com, docketing@gibney.com		
Correspondent Name:	Peter Cousins		
Address Line 1:	665 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Peter Cousins		
SIGNATURE:	/Peter Cousins/		
DATE SIGNED:	03/20/2017		
Total Attachments: 1			
source=Born To Dare - US - Assignment (signed) (00615891x7A624)#page1.tif			

OP \$40.00 87232864

TRADEMARK ASSIGNMENT

WHEREAS, **MATHIAS BROSSET**, an individual and citizen of Switzerland with a business address at 9 rue Beauregard 1204 Geneva Switzerland (herein "Assignor"), is the owner of the U. S. trademark BORN TO DARE and the application for registration thereof serial number 87232864 (herein the "Mark"); and

WHEREAS, **TUDOR WATCH U.S.A., LLC**, a limited liability company duly organized and existing under the laws of Delaware, having a business address at 665 Fifth Avenue, New York, NY 10022 (herein "Assignee"), is desirous of acquiring all rights of Assignor in and to the Mark and the U.S. trademark application therefor; and

WHEREAS, Assignee shall be the successor of the business of Assignor relating to the Mark, which business is ongoing and existing, and therefore this assignment includes the entire business of Assignor or the portion of the business to which the Mark pertains;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark and the U.S. trademark application therefor, serial number 87232864, including all goodwill associated with the Mark.

Assignor agrees to execute and deliver at the request of Assignee all papers, instruments and assignments, and to perform any other reasonable acts, that Assignee may reasonably require to vest all of Assignor's right, title, and interest in and to the Mark and the U.S. trademark application therefor in Assignee, and to provide evidence to support any of the foregoing in the event such evidence is reasonably deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

Date: February 9, 2017



Mathias Brosset