

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM485922

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Swiss Luxury Brands, LLC		08/14/2018	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	M.Z. Berger & Co., Inc.		
<b>Street Address:</b>	353 Lexington - 14th Fl		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10016		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4658548	RENATO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Phone:</b>	6466631941		
<b>Email:</b>	srowley@mzb.com		
<b>Correspondent Name:</b>	Stephen K. Rowley		
<b>Address Line 1:</b>	353 Lexington Avenue - 14th Fl		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>NAME OF SUBMITTER:</b>	Stephen K. Rowley		
<b>SIGNATURE:</b>	/Stephen K. Rowley/		
<b>DATE SIGNED:</b>	08/14/2018		
<b>Total Attachments: 2</b>			
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source=Renato_Transfer_Agreement#page2.tif			

OP \$40.00 4658548

## Trademark Assignment Agreement

This Trademark Assignment Agreement (this "Agreement") is entered into as of August 14<sup>th</sup>, 2018 ("Effective Date") by and between Swiss Luxury Brands (the "Assignor"), a Limited Liability Company located at 29-76 Norther Blvd LIC, New York 11101 and M.Z. Berger & Co. ("the Assignee"), an Incorporated Company located at 353 Lexington Avenue - 14<sup>th</sup> Floor New York NY, 10016.

1. **Mark.** The term "Mark" as used in this Agreement shall mean any registered and unregistered trademarks, service marks, logos, designs, trade names, domain names, package designs, and product designs, including but not limited to all registrations and/or registrations application rights and all rights to prepare derivative marks, together with all the goodwill of the business symbolized thereby, and all other rights in the United States and in all countries and territories worldwide and under any international convention (hereinafter collectively referred to as "Mark") identified as follows:

**Mark Name:** Renato

**Application or Registration Number:** 4658548

**State of Registration:** LIVE

**Date of Application or Registration:** November 26, 2013


**Description of Good/ Services:** IC 014. US 002 027 028 050. G7S: Watches. First USE: 20050707. FIRST USE IN COMMERCE: 20050707

2. **Assignment.** Assignor hereby irrevocably assigns, greats, and transfers to Assignee all rights, title and interest in and to the Mark in perpetuity. Assignor further authorizes the United States Patent and Trademark Office and all other agencies in jurisdictions outside the United States to record the transfer of the registration. After the Effective Date, Assignor aggress to make no further use of the Mark or any confusingly similar mark in the United States and anywhere in the world except as may be expressly authorized by the parties in writing. Assignor further agrees to not challenge Assignee's use or ownership of the Mark.
3. **Consideration:** Assignee shall pay Assignor the sum of \$100, payable on August 14<sup>th</sup>, 2018 in consideration for assignment of the Mark.
4. **Execution.** After full execution of this Agreement, Assignor shall deliver to Assignee any and all instruments of sale, transfer, conveyance, assignment and confirmations as Assignee may lawfully request in order to obtain, perfect, maintain, or otherwise enable the transfer, conveyance, and assignment to Assignee and to confirm Assignee's title to


5. **Legal Fees.** If either party, any heir, personal representative, successor, or assign of either party hereto enforce this Agreement through litigation, the prevailing party shall be liable for reasonable legal fees and expenses incurred by the other party in connection with such litigation, including, but not limited to, any appeals.
6. **Entire Agreement.** This Agreement constitutes the entire agreement between Assignor and Assignee and supersedes all prior understanding of Assignor and Assignee, including any prior representation, statement, condition or warranty.
7. **Modification and Waiver.** This Agreement may be amended or modified only by a written agreement signed by both of the parties. Neither party will be charged with any waiver of any provision of this Agreement, unless such waiver evidenced by a writing signed by the party and any such waiver will be limited to the terms of such writing.
8. **Severability.** If any provision of this agreement is held to be invalid or unenforceable in whole or in part, the remaining provisions shall not be affected and shall continue to be valid and enforceable as though the invalid or unenforceable parts had not been included in this Agreement.
9. **Jurisdiction.** This Agreement will be governed by and construed in accordance with the laws of the State of New York, without regard to the principles of conflict of laws. Each party consents to the exclusive jurisdiction of the courts located in the State of New York for any legal action, suit or proceeding arising out of or in connecting with this Agreement. Each party further waives any objecting to the laying of venue for any such suit, action or proceeding in such courts.
10. **Successors and Assigns.** This Agreement will inure to the benefit of and be binding on the respective successors and permitted assigns of the parties.

By signing in the space provided below, the parties hereto have accepted and agreed to all of the terms and conditions hereof.

**ASSIGNOR**

By:   
 Name: Stephen Rowland  
 Title: Chief Operating Officer  
 Date: 08/14/2018

**ASSIGNEE**

By:   
 Name: Stephen Rowland  
 Title: Chief Operating Officer  
 Date: 08/14/2018