

UNITED STATES

REVOCAATION
AND
NEW POWER OF ATTORNEY

Mark: ARISE & DEVICE
Registration No.:
Serial No.: 75/599733
Class(es): 14
Owner: Arise Watch AG

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Abelman, Frayne & Schwab, whose postal address is 150 East 42nd Street, New York, New York 10017, U.S.A. is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

POWER OF ATTORNEY

Applicant hereby revokes all previous Powers of Attorney and hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation

LAWRENCE E. ABELMAN
JEFFREY A. SCHWAB
NORMAN S. BEIER
VICTOR M. TANNENBAUM
PETER J. LYNFIELD

ALAN J. HARTNICK
CARIDAD PIÑEIRO SCORDATO
JULIANNE ABELMAN
JONATHAN W. GUMPORT
MARSHA G. AJHAR

members of the Bar of the State of New York, whose address is

ABELMAN, FRAYNE & SCHWAB
150 East 42nd Street
New York, New York 10017 U.S.A.

to transact business in the Patent and Trademark Office in connection with our trademarks, applications therefor, and registrations which have or will issue thereon.

ARISE WATCH AG
Amtsstr. 3 - 8610 Uster
Tel: 01 905 28 30
Fax: 01 905 28 39

By

Date:

J. J. Ewiby
J. J. Ewiby
17. July 2000

TRADEMARK

REEL: 002184 FRAME: 0975

09-12-2000

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



Y

101454045

To the Honorable Commissioner of Patent

Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Zwicky Unternehmensberatung AG *MKS*
7.26.00

Individual(s) Association
 General Partnership Limited Partnership
 Corporation
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Arise Watch AG
Amsstrasse 3
8610 Uster, Switzerland

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation _____
 Other Swiss Company _____

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: February 18, 2000

Domestic representative is attached: Yes No
 Additional name(s) & address(es) attached? Yes No

4. (A.) Trademark Application No.(s)
75/508624
75/599733
75/643187

Additional numbers attached? Yes No

4. (B.) Trademark Registr
07-26-2000
U.S. Patent & TMO/TM Mail Rpt D: #70

5. Correspondence should be mailed to:
LAWRENCE E. ABELMAN
ABELMAN, FRAYNE & SCHWAB
150 East 42nd Street
New York, New York 10017-5612

6. Total number of applications and registrations involved:

"Express Mail" No: EK051385680US
Date of Deposit: July 26, 2000
I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. §1.10 on the date indicated above and is addressed to the Assistant Commissioner of Trademarks, Arlington, VA 22202-3513
LAWRENCE E. ABELMAN
(Name of person mailing paper or fee)

[Signature]
(Signature of person mailing paper or fee)

7. Total fee (37 CFR 3.41): \$ 90.00
 Enclosed
 (The said Deposit Account should be charged for any official fee not fully covered by the enclosed check)
 Authorized to be charged to deposit account
 Deposit account number: 01-0035
 (Attach duplicate copy of this page if paying by deposit account)

09/11/2000 NTHA11 00000109 75508624
 Payment and signature. 40.00 OP
 the best of my knowledge and belief the foregoing information is true and correct and any attached copy is a true copy of the original document.
LAWRENCE E. ABELMAN
 Name of Person Signing

DO NOT USE THIS SPACE

[Signature] Signature
 7/26/00 Date
 Total number of pages comprising cover sheet:

ASSIGNMENT

WHEREAS, Zwicky Unternehmensberatung AG, a company organized and existing under the laws of Switzerland with an office at Angelstrasse 8, CH-8625, Gossau, Switzerland, (hereinafter called the ASSIGNOR) has adopted and filed applications the United States Patent and Trademark Office:

<u>TRADEMARK</u>	<u>FILING DATE</u>	<u>SERIAL NUMBER</u>
ARISE	June 29, 1998	75/508624
ARISE & DEVICE	December 4, 1998	75/599733
WATCH DEVICE	February 17, 1999	75/643187

AND WHEREAS, Arise Watch AG, a company organized and existing under the laws of Switzerland, with an office at Amsstrasse 3, 8610 Uster, Switzerland, (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademarks, applications, and the eventual registration thereof:

NOW, THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademarks and trademark applications, together with that portion of the ongoing and existing business to which the marks pertain, and together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument

this 14 day of February, ~~1999~~ 2000

ASSIGNOR - Zwicky Unternehmensberatung AG

By: P. J. Zwicky P. J. Zwicky

Title: Owner & CEO

FILED
FEB 22 2000
U.S. PATENT & TRADEMARK OFFICE
SERIAL 75/643187