

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Excelsior Advertising, Inc.		03/27/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Golden Hawk Manufactory, Ltd.		
Street Address:	10 Hong Man St.		
Internal Address:	Fiat A&C, Sunrise Ind. Bldg., 18th Fl.		
City:	Chai Wan		
State/Country:	HONG KONG		
Entity Type:	CORPORATION: CHINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2400372	MOUNTAINEER	
CORRESPONDENCE DATA			
Fax Number: (202)393-5350			
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone: 202-638-6666			
Email: trademark@jhip.com, rpierce@jhip.com, jholman@jhip.com, dgreenbaum@eapdlaw.com			
Correspondent Name: John Clarke Holman			
Address Line 1: Jacobson Holman PLLC			
Address Line 2: 400 7th St., NW			
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004			
ATTORNEY DOCKET NUMBER:	105559		

OP \$40.00 2400372

DOMESTIC REPRESENTATIVE

900104921

**TRADEMARK
 REEL: 003765 FRAME: 0229**

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

John Clarke Holman

Signature:

/John Clarke Holman/

Date:

04/24/2008

Total Attachments: 1
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EXHIBIT A
TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made effective as of ~~January~~ ^{MARCH} 27th, 2008, by and between Excelsior Advertising, Inc., a Delaware corporation, located at 15 Corporate Drive, Orangeburg, New York 10962 (hereinafter "Assignor"), and Golden Hawk Manufactory, Ltd., a China corporation, located at Fiat A & C, Sunrise Industrial Building, 18th Floor, 10 Hong Man Street, Chai Wan, Hong Kong ("Assignee").

WHEREAS, Assignor is the owner of the trademark MOUNTAINEER for "watches," which is registered in the United States Patent and Trademark Office, Registration No. 2,400,372 (hereinafter, the "Trademark"); and

WHEREAS, Assignee is desirous of acquiring the Trademark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

Assignor undertakes that it will perform all acts and execute all documents necessary or desirable for further assuring that the right, title and interest to the Trademark is finally and completely transferred to Assignee and to record this Assignment with the United States Patent and Trademark Office.

Executed at Orangeburg, New York, on the 27th day of ~~January~~ ^{MARCH} 2008.

EXCELSIOR ADVERTISING, INC.



By: MARC ESQUIVEL

Title: Chief Operating Officer