

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Francoise Schurch		06/28/2011	INDIVIDUAL: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Universal Geneve SA		
Street Address:	38, Chemin du Grand-Puits		
City:	Meyrin 2		
State/Country:	SWITZERLAND		
Postal Code:	CH-1217		
Entity Type:	societe anonyme: SWITZERLAND		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	0122528	CYMA	
Registration Number:	0412987	CYMA	
Registration Number:	0629487	CYMA NAVY STAR	
Registration Number:	1871268	C CYMA	
Registration Number:	3750193	LES EXCLUSIVES DE CYMA	
CORRESPONDENCE DATA			
Fax Number:	(703)668-8200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	7036688042		
Email:	dcdocketing@hdp.com		
Correspondent Name:	David R Haarz		
Address Line 1:	11730 Plaza America Dr		
Address Line 2:	Harness, Dickey & Pierce, PLC Suite 600		
Address Line 4:	Reston, VIRGINIA 20190		
ATTORNEY DOCKET NUMBER:	7898-200022/US		

CH \$140.00 0122528

DOMESTIC REPRESENTATIVE

Name: Harness, Dickey & Pierce, PLC
Address Line 1: 11730 Plaza America Dr
Address Line 2: Suite 600
Address Line 4: Reston, VIRGINIA 20190

NAME OF SUBMITTER:	David R Haarz
Signature:	/david r haarz/
Date:	07/11/2011
Total Attachments: 1 source=Assignment No. 2#page1.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is entered into on 28 June 2011 by and between Françoise SCHURCH, a citizen of Switzerland ("Assignor") and UNIVERSAL GENEVE SA, a societe anonyme, existing and organized under the laws of Switzerland, 38, Chemin du Grand-Puits, CH-1217 Meyrin 2, Switzerland ("Assignee").

RECITALS

WHEREAS, Assignor is the owner of the following United States Trademark Registrations:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
CYMA	122528	20 August 1918
CYMA	412987	03 April 1945
CYMA NAVY STAR (Stylized)	629487	26 June 1956
C CYMA & Design	1871268	03 January 1995
LES EXCLUSIVES DE CYMA	3750193	16 February 2010

(the "Trademarks"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks, along with the goodwill associated therewith;


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, and Assignee accepts, all of Assignor's right, title and interest in and to the Trademarks together with the goodwill associated therewith.

ASSIGNOR:



Françoise SCHURCH

ASSIGNEE:


By: _____
Name: Tschudin Manfredo
Title: Director

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