

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM530848

<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>
Horolog Doo		06/28/2019	Corporation: SERBIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bulgari Horlogerie SA		
<b>Street Address:</b>	Rue de Monruz 34		
<b>City:</b>	Neuchatel		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	CH2000		
<b>Entity Type:</b>	Corporation: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88015059	GÉRALD GENTA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6178327000		
<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>	617-832-3031		
<b>Email:</b>	ustrademark@foleyhoag.com		
<b>Correspondent Name:</b>	Jenevieve Maerker		
<b>Address Line 1:</b>	155 Seaport Blvd.		
<b>Address Line 2:</b>	c/o Foley Hoag LLP		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02210-2600		
<b>ATTORNEY DOCKET NUMBER:</b>	33265.41001		
<b>NAME OF SUBMITTER:</b>	Jenevieve Maerker		
<b>SIGNATURE:</b>	/Jenevieve Maerker/		
<b>DATE SIGNED:</b>	07/08/2019		
<b>Total Attachments: 2</b>			
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OP \$40.00 88015059

## CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment is made by and between Horolog Doo, a limited liability company of Serbia with a business address at Njegoseva 43, Belgrade Serbia 11000 ("Assignor"), and Bulgari Horlogerie SA, a société anonyme of Switzerland with a business address at Rue de Monruz 34, Neuchâtel Switzerland CH2000 ("Assignee").

**WHEREAS**, Assignor owned the following trademark application (the "Application"), which is pending on the Principal Register of the United States Patent and Trademark Office:

Trademark	Application No.	Filing Date
GÉRALD GENTA	88/015,059	June 26, 2018

The trademark GÉRALD GENTA, as set forth in the Application, is referred to herein as the "Mark".

**WHEREAS**, effective May 15, 2019, Assignor assigned to Assignee all right, title and interest in and to the Application;

**WHEREAS**, Assignor wishes to Assign to Assignee and any and all rights Assignor may have had in the Mark, the ongoing and existing business that Assignor may have had to which the Mark pertains, and the goodwill of the business that Assignor may have had connected with the use of and symbolized by the Mark; and

**WHEREAS**, Assignor wishes to confirm and memorialize the assignment of the Application for purposes of recording the assignment with the U.S. Patent and Trademark Office and perfecting the assignment;

**NOW, THEREFORE**, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor hereby confirms the assignment from Assignor to Assignee of all right, title and interest in and to the Application and hereby assigns to Assignee all right, title, and interest that Assignor may have had in and to the Mark, together with the ongoing and existing business that Assignor may have had to which the Mark pertains, the goodwill of the business that Assignor may have had connected

with the use of and symbolized by the Mark, and the right that Assignor may have had to sue and recover for past infringement of the Mark.

Date: June 28, 2019



Assignor:

HOROLOG DOO

By: *Mirjana Vajovic*

Name: Vajovic Mirjana

Title: Director

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