

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

Asst. Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202

RE: Our File: T-50345

1. Name (and address) of conveying party(ies)

SMH(U.S.) Inc.
1200 Harbor Boulevard
7th Floor, Weehawken
New Jersey 07087

2. Name and Address of receiving party(ies)

The Swatch Group (U.S.) Inc.
1200 Harbor Boulevard,
7th Floor, Weehawken,
New Jersey 07087

- Individual
- Association
- General Partnership
- Limited Partnership
- Corporation- DELAWARE
- Other-

- Association
- General Partnership
- Limited Partnership
- Corporation-DELAWARE
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

3. Nature of conveyance:

- Assignment;
- Security Agreement;
- Other;
- Merger
- Change of Name
- Change of Address

Execution Date: July 9, 1998

4. Application number(s) or registration number(s): 1

A. Trademark Application No.(s) No.(s) B. Trademark Reg. 2,181,720

Additional numbers attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

COLLEN IP, Intellectual Property Law, P.C.
The Holyoke-Manhattan Building
80 South Highland Avenue
Town of Ossining, Westchester County, New York 10562

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$40.00


- Enclosed
- Authorized to be charged to deposit account
- Already submitted

8. Deposit account number:
03-2465

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. To 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.

Jane F. Collen		August 11, 2004
Name of person signing	Signature	Date

Total number of pages comprising cover sheet, attachments and documents:3

JMC/MC

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Enclosures: Change of Name Document

NOTE: IF THERE IS ANY FEE DUE AT THIS TIME, PLEASE CHARGE IT TO OUR DEPOSIT ACCOUNT NO. 03-2465 AND ADVISE.

CHANGE OF NAME DOCUMENT



The Holyoke-Manhattan Building
80 South Highland Avenue
Town of Ossining
Westchester County, New York 10562
Telephone: (914) 941-5668
Facsimile: (914) 941-6091
www.collenlaw.com

Attorney Docket No.: T- 50345

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant : THE SWATCH GROUP (U.S.) INC.
Reg. No. : 2,181,720
Reg. Date : August 18, 1998
Mark : HAMILTON

Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202
Branch: Assignments

CERTIFICATE OF FACSIMILE TRANSMISSION

I HEREBY CERTIFY THAT THIS PAPER FOR THE ABOVE-REFERENCED TRADEMARK REGISTRATION, (4 PAGES IN ALL) IS BEING FACSIMILE TRANSMITTED TO THE PATENT AND TRADEMARK OFFICE FACSIMILE NUMBER 1(703) 306-5995 ON THE DATE SHOWN BELOW.

NAME OF PERSON SIGNING CERTIFICATION: Mariana Cana

SIGNATURE  _____

DATED: August 11, 2004

COLLEN IP

Intellectual Property Law
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80 South Highland Avenue, Town of Ossining
Westchester County, New York 10562
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