

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
Breitling S.A.		09/08/2004	CORPORATION: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Breitling U.S.A. Inc.		
Street Address:	Two Stamford Landing		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06902		
Entity Type:	CORPORATION: CONNECTICUT		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	76423323	BREITLING	
Registration Number:	0526421	"BREITLING"	
CORRESPONDENCE DATA			
Fax Number:	(312)698-2064		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-861-8617		
Email:	judy.a.krason@bakernet.com		
Correspondent Name:	Leslie Bertagnolli		
Address Line 1:	130 E. Randolph Drive, Suite 3500		
Address Line 2:	One Prudential Plaza		
Address Line 4:	Chicago, ILLINOIS 60601		
NAME OF SUBMITTER:	Leslie Bertagnolli		
Signature:	/leslie bertagnolli/		
Date:	07/29/2005		

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Total Attachments: 2

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UNITED STATES

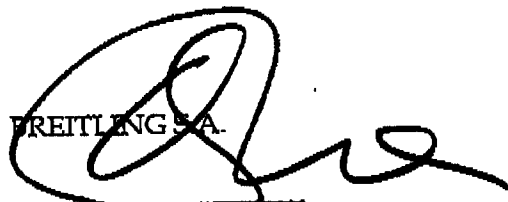
DEED OF ASSIGNMENT

WHEREAS, BREITLING S.A., located at Schlachthausstrasse 2, P.O. Box 1132, 2540 GRENCHEN (Switzerland), has adopted, used and is using the trademarks shown on Schedule A hereto (hereinafter called "the trademarks") and

WHEREAS, BREITLING U.S.A. Inc., located at Two Stamford Landing, Stamford, CT 06902 (U.S.A.) is desirous of acquiring the trademarks and all common law rights therein;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, BREITLING S.A., hereby assigns to BREITLING U.S.A. Inc. all right, title and interest in and to the trademarks including all common law rights therein together with the goodwill of the business symbolized by the trademark.

DATED: Grenchen, September 8th 2004

BREITLING S.A.


Name: Theodore Schneider
Title Director

STATE OF Schlachthausstrasse 2) SS
P.O. Box 1132)
COUNTY OF CH-2540 GRENCHEN, Switzerland)

On this day _____ of _____, 2003 before me appeared _____, the person who signed this instrument, who acknowledged that he/she signed it as free act on his/her own behalf (or on behalf of the identified company).

Notary Public

Notarization on the reverse side



UNITED STATES

SCHEDULE A

TRADEMARK

BREITLING

BREITLING (stylized).

APPL./REG. No.

76/423.323

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