

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
TAG HEUER SA		11/18/2009	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA

Name:	LVMH Swiss Manufactures SA
Street Address:	Rue Louis-Joseph Chevrolet 6A
City:	CH-2300 La Chaux-de-Fonds
State/Country:	SWITZERLAND
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	1471988	TAG HEUER
Registration Number:	2484514	TAG HEUER
Registration Number:	2787874	TAG HEUER
Registration Number:	2407950	TAG HEUER LINK
Registration Number:	2812078	TAG HEUER MONZA
Registration Number:	2706953	MICROSPLIT
Registration Number:	2749102	ALTER EGO
Registration Number:	2801941	AQUAGRAPH
Registration Number:	2706854	AUTAVIA
Registration Number:	1435463	FORMULA 1
Registration Number:	3569070	HEUER
Registration Number:	3409058	HEUER
Registration Number:	2199645	KIRIUM
Registration Number:	3052023	MICROGRAPH
Registration Number:	2195352	SEARACER

CH \$490.00 1471988

Registration Number:	2281436	TAG HEUER
Serial Number:	77550171	TAG HEUER MERIDIIST
Registration Number:	2614919	TARGA FLORIO
Registration Number:	2786238	WHAT ARE YOU MADE OF?

CORRESPONDENCE DATA

Fax Number: (301)972-0370
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 518-280-8924
Email: trademarks@eitangroup.com
Correspondent Name: Eitan Mehulal Law Group
Address Line 1: 18106 Kitchen House Court
Address Line 2: c/o Edna Eisemann
Address Line 4: Germantown, MARYLAND 20874

ATTORNEY DOCKET NUMBER:	102096-12-05
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DOMESTIC REPRESENTATIVE

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

NAME OF SUBMITTER:	A. Tally Eitan
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Signature:	/TE/
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Date:	11/29/2010
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Total Attachments: 1
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Federal Department of Economic Affairs (DEA)
State Secretariat for Economic Affairs SECO**Commercial Register**
Modifications

NE

TAG Heuer SA, in La Chaux-de-Fonds, CH-645-1002251-1 (SOGC of 02.09.2009, p. 12/5227800). Merger: takeover of assets and liabilities of 'Zenith International S.A.', Le Locle (CH-645-1001744-5), according to merger contract of 04.11.2009 and balance sheet as at 30.06.2009, showing assets of CHF 167,679,377 and liabilities to third parties of CHF 66,787,797. In accordance with the certificate of a Swiss Certified Accountant, receivables amounting to at least the equivalent of the deficit were subordinated. Since the acquiring company holds all the shares of the transferring company, the merger does not lead to an increase in capital or an allocation of shares. New name: **LVMH Swiss Manufactures SA**. The 1,400,000 registered shares of CHF 100 are no longer subject to limitations on transferability under the Articles of Association and no longer contain a pre-emptive right under the Articles. Share capital: CHF 140,000,000, fully paid up, divided into 1,400,000 registered shares of CHF 100. Clauses in the Articles of Association concerning contributions in kind and takeover of assets contemplated on incorporation are removed from the register. Notices to shareholders: letter, fax or e-mail. Articles of Association amended on 04.11.2009. The powers of Burgener François, Castellini Isabelle, Linder Stéphane and Weissbach Christian are removed from the register. The powers of attorney of Bertone Dolorès, Bezzola Françoise, Demierre Barros Michel, Eschbach Stéphane Claude Yves, Huron Thierry, Legaie Christophe Bernard, Pruniaux Patrick, and Sémon Guy Armand are removed from the register. Dufour Jean Frédéric, of Geneva, in Collonge-Bellerive, Chief Executive Officer, and Grau Pierre-Frédéric, of Peseux, in Lausanne, Managing Director, are members of the Board of Directors with joint signing authority.

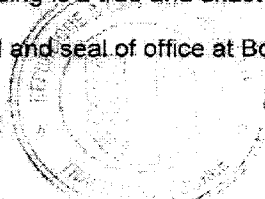
Daily record No: 4263 of 12.11.2009 / CH-645.1.002.251-1 / 05349784



Wednesday, 18.11.2009, No 224, Year: 127

I, the undersigned Clare Keller, Sworn Translator for the Republic and Canton of Neuchâtel, hereby certify that the foregoing is a true and exact translation of the original French text presented to me.
IN WITNESS WHEREOF I set my hand and seal of office at Boudry this 27th day of April 2010.


Clare Keller, BA, CES, MASTTI, MASTJ
Sworn Translator



TRADEMARK