

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
Game Time Group LLC		04/03/2012	LIMITED LIABILITY COMPANY: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Advance Watch Company Ltd.		
<b>Street Address:</b>	1407 Broadway		
<b>Internal Address:</b>	Suite 400		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	CORPORATION: MICHIGAN		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3489779	GAME TIME	
Registration Number:	3539679	GTSPORTS	
Registration Number:	3430576	GTEN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)888-7306		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
<b>Phone:</b>	(212)888-7300		
<b>Email:</b>	agarfunkel@garfunkel.biz		
<b>Correspondent Name:</b>	Law Office of Alan J. Garfunkel LLC		
<b>Address Line 1:</b>	63 Lincoln Road		
<b>Address Line 4:</b>	Scarsdale, NEW YORK 10583		
<b>NAME OF SUBMITTER:</b>	Alan J. Garfunkel		

OP \$90.00 3489779

Signature:	/Alan J. Garfunkel/
Date:	04/03/2012
Total Attachments: 4 source=00157978#page1.tif source=00157978#page2.tif source=00157978#page3.tif source=00157978#page4.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, Game Time Group LLC, a New York limited liability company (“Game Time”), having an address at 1407 Broadway, Suite 400, New York, New York 10018, is merging, as of March 31, 2012, into Advance Watch Company Ltd, a Michigan Corporation, (“Advance”), having an address at 1407 Broadway, Suite 400, New York, New York 10018; and,


WHEREAS, Game Time wishes to transfer certain trademarks to Advance in connection with this merger; and,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Game Time conveys, transfers, assigns, delivers and contributes to Advance all of Game Time’s right, title, and interest of whatever kind in and to the trademarks and applications for trademarks listed in Appendix A (the “Marks”), together with (1) the goodwill of the business relating to all products upon which the Marks are used and for which they are registered: (2) all income, royalties, and damages hereafter due or payable to Game Time with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks: and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

AND, furthermore, Game Time covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Advance full right, title, and interest in the Marks and further covenants and agrees with Advance, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by it and that full right to convey the same as herein expressed is possessed by it, and such Marks are unencumbered by any lien, judgment, security interest or mortgage.

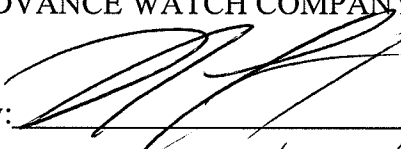
IN WITNESS WHEREOF and on behalf of Game Time Group LLC, the undersigned has hereunto set its hand as of this 31st day of March, 2012.

GAME TIME GROUP LLC - By *Advance watch Co LTD,*  
*MANAGING MEMBER*

By:   
Name: *Nicholas Lanzetta*  
Title: *VP FINANCE*

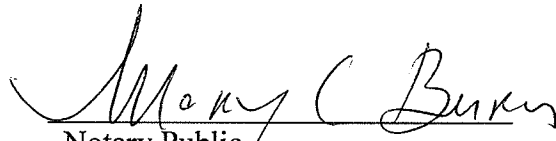
SIGNED for and on behalf of Advance Watch Company Ltd confirming acceptance of the assignment.

ADVANCE WATCH COMPANY LTD.

By:   
Name: *Nicholas Lanzetta*  
Title: *VP FINANCE*

STATE OF NEW YORK    )  
  ss.:  
COUNTY OF NEW YORK )

On March 30, 2012 before me, the undersigned, personally appeared Nicholas Lancellotti, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name he subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

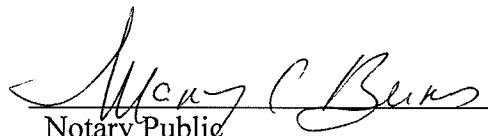
  
\_\_\_\_\_  
Notary Public

STATE OF NEW YORK    )  
  ss.:  
COUNTY OF NEW YORK )

MARY C BURNS  
NOTARY PUBLIC, State of New York  
No. 01815076108  
Qualified in Queens County  
Commission Expires April 14, 2015

On March 30, 2012 before me, the undersigned, personally appeared Nicholas Lancellotti, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name he subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

MARY C BURNS  
NOTARY PUBLIC, State of New York  
No. 01815076108  
Qualified in Queens County  
Commission Expires April 14, 2015

  
\_\_\_\_\_  
Notary Public

## Appendix A

### List of Trademarks

<b>Marks</b>	<b>Country/ Authority</b>	<b>Intl. Class</b>	<b>Reg. No.</b>	<b>Date Registered</b>
GAME TIME	US	011, 014, 016 and 020	3,489,779	8/19/2008
GTSPORTS	US	006	3,539,679	12/2/2008
GTEN	US	014	3,430,576	5/20/2008

and any and all right, title and interest to any unfiled, dead or abandoned marks and any modifications and revisions to the Marks.