

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
Swiss Watch International, Inc.		04/10/2013	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	Swiss Watch International, Inc.
Street Address:	101 S. State Road 7, Ste. 1
City:	Hollywood
State/Country:	FLORIDA
Postal Code:	33023
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 29

Property Type	Number	Word Mark
Registration Number:	3039892	TICINO
Registration Number:	2820405	SWI
Registration Number:	2877258	ASCONA
Registration Number:	2928250	NYON
Registration Number:	3031527	MAGICO
Registration Number:	3039893	LOCARNO
Registration Number:	2903905	MILITAIRE
Registration Number:	2928251	MONTECO
Serial Number:	78364789	SWISS LEGEND
Registration Number:	2868146	SWISS WATCH INTERNATIONAL
Registration Number:	2855293	FLY ZONE
Registration Number:	3853585	IVORY TRUNK TIME SENSITIVE, MEMBER EXCLUSIVE SAVINGS ON THE FINEST BRANDS
Registration Number:	3972146	THESAMPLESALE.COM
Registration Number:	4088943	STRESS-FREE PAYMENT

TRADEMARK

900252136

REEL: 005004 FRAME: 0955

OP \$740.00 3039892

Registration Number:	3918353	
Registration Number:	3993849	NEPTUNE
Registration Number:	3996227	REDLINE
Serial Number:	85286766	REDLINE
Registration Number:	3819921	CABOCHON
Serial Number:	85428655	J LINE
Registration Number:	4146736	SAPPHITEK
Registration Number:	4146789	A_LINE
Registration Number:	3972172	
Serial Number:	85112173	ENTOURAGE
Serial Number:	85548832	L E G E N D
Serial Number:	85458665	LEGEND
Serial Number:	85288206	A LINE
Serial Number:	85774414	BEN & SONS
Serial Number:	85777786	B BEN & SONS

CORRESPONDENCE DATA

Fax Number: 3056042011

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 305-604-2051

Email: lex@lexarian.com

Correspondent Name: Amaury Cruz, Esq.

Address Line 1: 1560 Lenox Avenue, Ste. 207

Address Line 4: Miami Beach, FLORIDA 33139

NAME OF SUBMITTER:	Amaury Cruz, Esq.
Signature:	/amaury cruz/
Date:	04/11/2013

Total Attachments: 2

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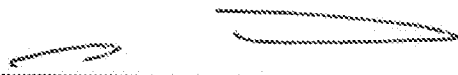
source=SWI FL Assigns#page2.tif

ASSIGNMENT OF TRADEMARKS

WHEREAS: SWISS WATCH INTERNATIONAL, INC. (assignor), a Florida corporation, whose address is 101 S. State Road 7, Suite 1, Hollywood, Florida 33023, has adopted and is using the marks identified in Schedule A attached hereto; and

WHEREAS: SWISS WATCH INTERNATIONAL, INC. (assignee), a Delaware Corporation, whose address is 101 S. State Road 7, Suite 1, Hollywood, Florida 33023, is desirous of acquiring said marks and the registrations thereof,

NOW, THEREFORE, for \$100 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said SWI WATCH INTERNATIONAL, INC., a Florida Corporation, does hereby assign unto the said SWI WATCH INTERNATIONAL, INC., a Delaware Corporation, all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks (or that part of the good will of the business connected with the use of and symbolized by the marks), and all rights resulting from the above-identified applications to register or registrations thereof.


By: Lior Ben-Shmuel - President, Swiss Watch International, Inc. (Florida)

Signature of assignor; if a corporation, give the effective title of the person signing for the corporation.

[Corporate seal]

Sworn to and subscribed before me this 10 day of April ~~2012~~ ²⁰¹³ ^{miw} by Lior Ben-Shmuel who is personally known to me or has produced a _____ as identification.

Marcia Olive Walls
NOTARY PUBLIC

MY COMMISSION NAME: Marcia Olive Walls
EXPIRES: Oct 10, 2016



SCHEDULE A

Text	Trademark Application No.	Trademark Registration No.
TICINO	78226720	3039892
SWI	78076842	2820405
ASCONA	78226728	2877258
NYON	78226735	2928250
MAGICO	78400369	3031527
LOCARNO	78226731	3039893
MILITAIRE	78226763	2903905
MONTECO	78226739	2928251
SWISS LEGEND	78364789	
SWISS WATCH INTERNATIONAL	78218161	2868146
FLY ZONE	78221178	2855293
IVORY TRUNK TIME SENSITIVE, MEMBER EXCLUSIVE SAVINGS ON THE FINEST	77960978	3853585
THESAMPLESALE.COM	85196766	3972146
STRESS-FREE PAYMENT	85196789	4088943
	85169383	3918353
NEPTUNE and design	85200632	3993849
RED LINE	85047926	3996227
RED LINE	85286766	
CABOCHON	77854201	3819921
J LINE	85428655	
SAPPHITEK	85457460	4146736
A LINE	85482731	4146789
ENTOURAGE	85112173	
LEGEND and design	85548832	
LEGEND	85458665	
A LINE	85288206	
	85276214	3972172
BEN & SONS	85774414	
BEN & SONS and design	85777786	