

**POWER OF ATTORNEY**

Registrant hereby appoints Gary D. Krugman and the shareholders of SUGHRUE MION, PLLC, all members of the bar, of 2100 Pennsylvania Avenue, N.W., Washington, D.C. 20037, to act in connection with registrations No. 0522620, No. 1,633,123, No. 3,013,542, No. 3,488,977, No. 3,505,586, No. 3,655,058 and application No. 79/075373

**APPOINTMENT OF DOMESTIC REPRESENTATIVE**

SUGHRUE, MION, PLLC, whose postal address is 2100 Pennsylvania Avenue, N.W., Washington, D.C. 20037, United States of America, is hereby designated applicant's representative upon whom notice or process in proceedings affecting the mark may be served.

Signed at La Chaux-de-Fonds, this 25 day of January, 2010

Sowind SA

By: Bellavita Louvet

Name: GUENDALINA BELLAVITA / MARIE-FRANÇOISE LOUVE

Title: LEGAL MANAGER / ACCOUNTING DIRECTOR