

EXHIBIT 1
ROLEX REGISTRATIONS

7366339

THE UNITED STATES OF AMERICA

~~TO ALL TO WHOM THESE PRESENTS SHALL COME:~~

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

November 03, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION 657,756 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *January 28, 1958*
3rd RENEWAL FOR A TERM OF 10 YEARS FROM *January 28, 2008*
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

ROLEX WATCH, U.S.A., INC.

A SWISS CORPORATION

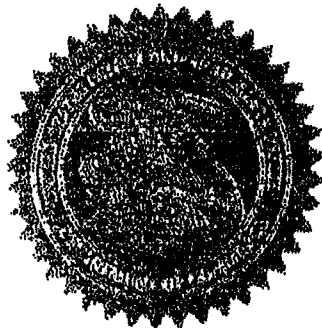
By Authority of the

Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

N. Williams

N. WILLIAMS

Certifying Officer



Int. Cl.: 14

Prior U.S. Cl.: 27

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 657,756

Registered Jan. 28, 1938

Renewal Term Expires Jan. 28, 1948

**TRADEMARK
PRINCIPAL REGISTER**



ROLEX WATCH U.S.A., INC. (NEW
YORK CORPORATION)
665 FIFTH AVENUE
NEW YORK, NY 10022, ASSIGNEE OF
MONTRES ROLEX S. A. (ROLEX
UHREN AG.), (ROLEX WATCH CO.
LTD.) (SWITZERLAND CORPORA-
TION) GENEVA, SWITZERLAND

FOR: TIMEPIECES OF ALL KINDS
AND PARTS THEREOF, IN CLASS 27
(INT. CL. 14).

FIRST USE 1-15-1941; IN COMMERCE
6-1-1943.

SER. NO. 72-027,365, FILED 4-3-1937.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Feb. 3, 1938.*

COMMISSIONER OF PATENTS AND TRADEMARKS

United States Patent Office

657,756
Registered Jan. 23, 1953

PRINCIPAL REGISTER Trademark

Ser. No. 27,385, filed Apr. 2, 1957



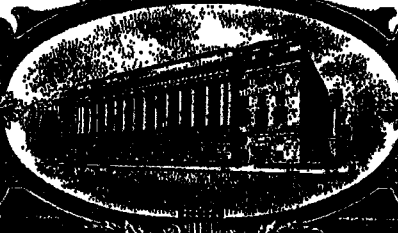
Montres Rolex S. A. (Rolex Uhren Ag.), (Rolex Watch
Co. Ltd.), (Swiss corporation)
18, rue de Marche
Geneva, Switzerland

For: TIMEPIECES OF ALL KINDS AND PARTS
THERHOF, in CLASS 27.
First use Jan. 15, 1941; in commerce June 1, 1943.

COMB. AFF. SEC. 8 & 15

MAR 11 1963

7266339



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

November 17, 2010

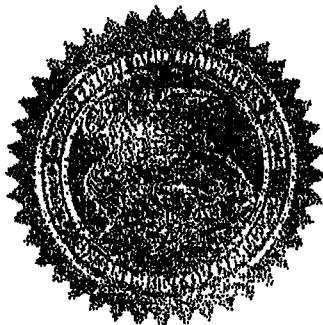
THE ATTACHED U.S. TRADEMARK REGISTRATION 674,177 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *February 17, 1959*
3rd RENEWAL FOR A TERM OF 10 YEARS FROM *February 17, 2009*
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:
ROLEX WATCH, U.S.A., INC.

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

M. K. CARTER
Certifying Officer



Int. Cl.: 14

Prior U.S. Cl.: 27

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 674,177

Registered Feb. 17, 1959

Renewal Term Begins Feb. 17, 1969

**TRADEMARK
PRINCIPAL REGISTER**

DATEJUST

ROLEX WATCH U.S.A., INC. (NEW
YORK CORPORATION)
635 FIFTH AVENUE
NEW YORK, NY 10022, ASSIGNEE OF
MONTRES ROLEX S. A. (ROLEX
UHREN AG.) (ROLEX WATCH CO.
LTD.) (SWITZERLAND CORPORA-
TION) GENEVA, SWITZERLAND

FOR: TIME-PIECES AND PARTS
THEREOF, IN CLASS 27 (INT. CL. 14).
FIRST USE 9-9-1953; IN COMMERCE
9-9-1953.

SER. NO. 72-653,430, FILED 6-12-1958.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Mar. 16, 1969.*

COMMISSIONER OF PATENTS AND TRADEMARKS

United States Patent Office

674,177
Registered Feb. 17, 1959

PRINCIPAL REGISTER Trademark

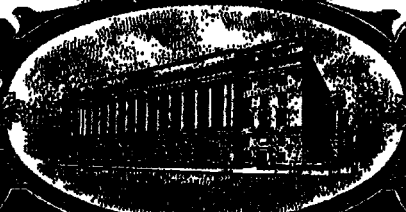
Ser. No. 53,428, filed June 12, 1958

DATEJUST

Montres Rolex S. A. (Rolex Uhren Ag.) (Rolex Watch
Co. Ltd.), (Swiss corporation)
rue du Marche
Geneva 18, Switzerland

For: TIME-PIECES AND PARTS THEREOF, in
CLASS 27.
First use in 1953; in commerce in 1953.

7264435



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

October 27, 2010

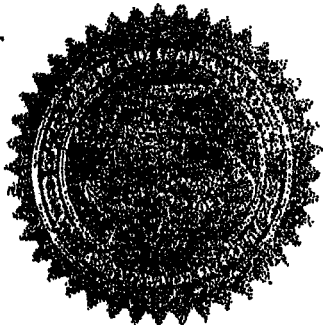
**THE ATTACHED U.S. TRADEMARK REGISTRATION 831,652 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.**

**REGISTERED FOR A TERM OF 20 YEARS FROM July 04, 1967
2nd RENEWAL FOR A TERM OF 10 YEARS FROM July 04, 2007**

**SAID RECORDS SHOW TITLE TO BE IN:
ROLEX WATCH, U.S.A., INC.**

**By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office**

W. Montgomery
W. MONTGOMERY
Certifying Officer



United States Patent Office

831,652
Registered July 4, 1967

SUPPLEMENTAL REGISTER Trademark

Ser. No. 228,831, filed Sept. 28, 1965

DAY-DATE

Montres Rolex S.A. (Swiss corporation)
18 Rue du Marche
Geneva, Switzerland

For: WRIST WATCHES, in CLASS 27.
First use July 19, 1956; in commerce 19, 1956.

C. R. FOWLER, *Examiner.*

Int. Cl.: 14

Prior U.S. Cl.: 27

United States Patent and Trademark Office

Renewal

Reg. No. 831,632

Registered July 4, 1967

OG Date Apr. 5, 1988

**TRADEMARK
SUPPLEMENTAL REGISTER**

DAY-DATE

ROLEX WATCH U.S.A., INC. (NEW
YORK CORPORATION)
665 FIFTH AVE.
NEW YORK, NY 10022, ASSIGNEE OF
MONTRES ROLEX S.A. (SWITZER-
LAND CORPORATION) GENEVA,
SWITZERLAND

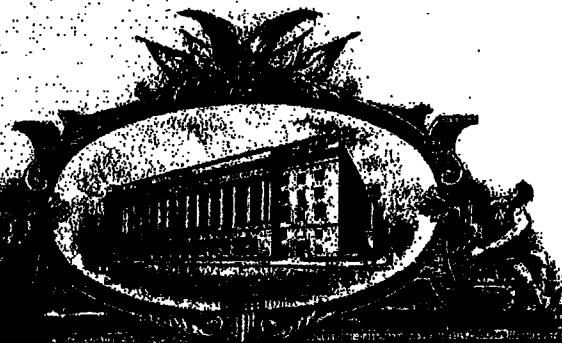
FOR: WRIST WATCHES, IN CLASS 27
(INT. CL. 14).

FIRST USE 7-19-1956; IN COMMERCE
7-19-1956.

SER. NO. 228,831, FILED 9-28-1965.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Apr. 5, 1988.*

COMMISSIONER OF PATENTS AND TRADEMARKS



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:
UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

October 28, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION 2,331,143 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *March 21, 2000*
1st RENEWAL FOR A TERM OF 10 YEARS FROM *March 21, 2010*
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

Registrant

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office


P. R. GRANT
Certifying Officer



Int. Cl.: 14

Prior U.S. Cls.: 2, 27, 28 and 50

Reg. No. 2,331,145

United States Patent and Trademark Office

Registered Mar. 21, 2000

**TRADEMARK
PRINCIPAL REGISTER**

DAYTONA

**ROLEX WATCH U.S.A., INC. (NEW YORK
CORPORATION)
665 FIFTH AVENUE
NEW YORK, NY 10022**

**FIRST USE 0-0-1966; IN COMMERCE
0-0-1966.**

OWNER OF U.S. REG. NO. 1,960,768.

SER. NO. 75-518,406, FILED 7-13-1998.

**FOR: WATCHES, IN CLASS 14 (U.S. CLS. 2,
27, 28 AND 50).**

BARBARA A. GOLD, EXAMINING ATTORNEY

7264435



THE UNITED STATES OF AMERICA

**TO ALL TO WHOM THESE PRESENTS SHALL COME:
UNITED STATES DEPARTMENT OF COMMERCE**

United States Patent and Trademark Office

October 28, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION 2,518,894 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *December 18, 2001*
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

Registrant

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

P. R. GRANT

Certifying Officer



Int. Cl.: 14

Prior U.S. Cl.: 27

United States Patent and Trademark Office

Reg. No. 2,518,894

Registered Dec. 18, 2001

**TRADEMARK
PRINCIPAL REGISTER**

EXPLORER

**ROLEX WATCH U.S.A., INC. (NEW YORK COR-
PORATION)
665 FIFTH AVENUE
NEW YORK, NY 10022**

FIRST USE 0-0-1955; IN COMMERCE 0-0-1955.

SER. NO. 74-506,239, FILED 3-22-1994.

FOR: WATCHES, IN CLASS 14 (U.S. CL. 27).

DAVID H. STINE, EXAMINING ATTORNEY



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

November 09, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION 2,445,357 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

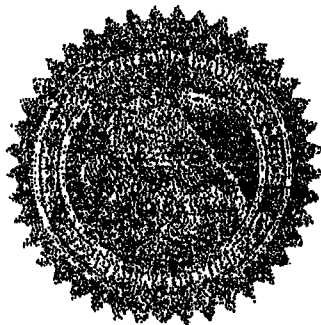
REGISTERED FOR A TERM OF 10 YEARS FROM April 24, 2001

SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

Registrant

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office



E. Bornetti
E. BORNETTI
Certifying Officer

Int. Cl.: 14

Prior U.S. Cl.: 27

United States Patent and Trademark Office

Reg. No. 2,445,357

Registered Apr. 24, 2001

**TRADEMARK
PRINCIPAL REGISTER**

EXPLORER II

**ROLEX WATCH U.S.A., INC. (NEW YORK COR-
PORATION)
665 FIFTH AVENUE
NEW YORK, NY 10022**

FIRST USE 0-0-1972; IN COMMERCE 0-0-1972.

SER. NO. 74-306,238, FILED 3-22-1994.

FOR: WATCHES, IN CLASS 14 (U.S. CL. 27).

DAVID H. STINE, EXAMINING ATTORNEY

7266339



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

**UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office**

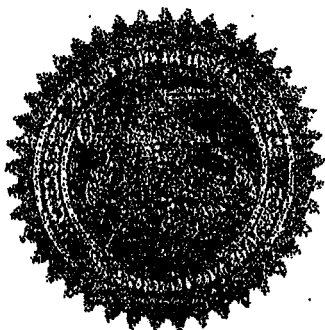
November 10, 2010

**THE ATTACHED U.S. TRADEMARK REGISTRATION 683,249 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.**

**REGISTERED FOR A TERM OF 20 YEARS FROM *August 11, 1959*
3rd RENEWAL FOR A TERM OF 10 YEARS FROM *August 11, 2009*
SECTION 8 & 15**

**SAID RECORDS SHOW TITLE TO BE IN:
*ROLEX WATCH, U.S.A., INC.***

**By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office**



T. Wallace
T. WALLACE
Certifying Officer

United States Patent Office

683,249
Registered Aug. 11, 1959

PRINCIPAL REGISTER Trademark

Ser. No. 63,731, filed Dec. 5, 1953

GMT-MASTER

Montres Rolex S.A. (Swiss corporation)
18, Rue du Marche
Geneva, Switzerland

For: WATCHES, in CLASS 27.
First use on or about Apr. 21, 1953; in commerce on
or about Sept. 19, 1956.

Int. Cl.: 14

Prior U.S. Cl.: 27

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 683,349

Registered Aug. 11, 1939

Renewal Term Begins Aug. 11, 1949

**TRADEMARK
PRINCIPAL REGISTER**

GMT-MASTER

ROLEX WATCH U.S.A., INC. (NEW
YORK CORPORATION)
665 FIFTH AVENUE
NEW YORK, NY 10022, ASSIGNEE OF
MONTRES ROLEX S. A. (SWITZER-
LAND CORPORATION) GENEVA,
SWITZERLAND

FIRST USE 4-21-1935; IN COMMERCE
9-19-1936.

SER. NO. 72-063,731, FILED 12-5-1936.

FOR: WATCHES, IN CLASS 27 (INT.
CL. 14).

*In testimony whereof I have hereto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Aug. 10, 1949.*

COMMISSIONER OF PATENTS AND TRADEMARKS

7266339

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

November 03, 2010

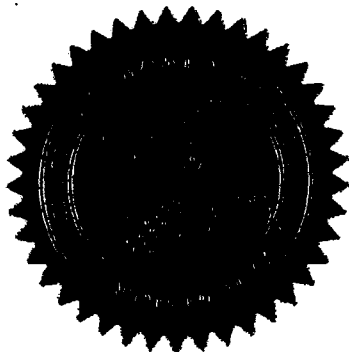
THE ATTACHED U.S. TRADEMARK REGISTRATION 2,985,308 IS
CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION ISSUED BY
THE UNITED STATES PATENT AND TRADEMARK OFFICE WHICH
REGISTRATION IS IN FULL FORCE AND EFFECT.

REGISTERED FOR A TERM OF 10 YEARS FROM *August 16, 2005*
SAID RECORDS SHOW TITLE TO BE IN: *Registrant*

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office



M. TARVER
Certifying Officer



Int. Cl.: 14

Prior U.S. Cls.: 2, 27, 28 and 50

United States Patent and Trademark Office

Reg. No. 2,985,308

Registered Aug. 16, 2005

**TRADEMARK
PRINCIPAL REGISTER**

GMT-MASTER II

ROLEX WATCH U.S.A., INC. (NEW YORK CORPORATION)
665 FIFTH AVENUE
NEW YORK, NY 100225305

FOR: WATCHES AND PARTS THEREOF, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 12-31-1984; IN COMMERCE 12-31-1984.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 683,249.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "II", APART FROM THE MARK AS SHOWN.

SER. NO. 78-422,009, FILED 5-20-2004.

DOMINIC J. FERRAIUOLO, EXAMINING ATTORNEY

7266339



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

November 09, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION 239,383 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
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THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *March 06, 1928*
4th RENEWAL FOR A TERM OF 10 YEARS FROM *March 06, 2008*

SECTION 8 & 15

REPUBLISHED SECTION 12C

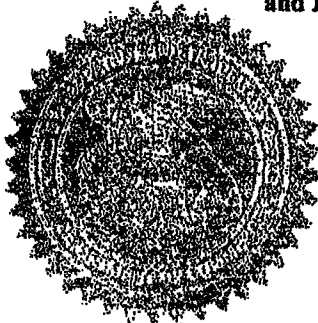
LESS GOODS

SAID RECORDS SHOW TITLE TO BE IN:

ROLEX WATCH, U.S.A., INC.

A NEW YORK CORPORATION

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office



E. Bornett
E. BORNETT
Certifying Officer

Int. Cl. 14

Prior U.S. Cl. 27

United States Patent and Trademark Office
Renewal

Reg. No. 239,883
Registered Mar. 6, 1928
OG Date Oct. 4, 1968

**TRADEMARK
PRINCIPAL REGISTER**

OYSTER

ROLEX WATCH U.S.A., INC. (NEW
YORK CORPORATION)
665 FIFTH AVENUE
NEW YORK, NY 10022, ASSIGNEE BY
MESNE ASSIGNMENT WILSDORF,
HANS (GREAT BRITAIN CITIZEN)
BIENNE, SWITZERLAND

OWNER OF SWITZERLAND REG.
NO. 62367, DATED 7-29-1926.

FOR: WATCHES, (MOVEMENTS,
CASES) DIALS [AND OTHER PARTS
OF WATCHES], IN CLASS 27 (INT. CL.
14).

FIRST USE 7-0-1926; IN COMMERCE
7-0-1926.

SER. NO. 235,783, FILED 10-7-1927.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Oct. 4, 1968.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Registered Mar. 6, 1928.

Trade-Mark 239,383

Renewed, March 6, 1948, to Montres Rolex S. A., of Geneva, Switzerland.

UNITED STATES PATENT OFFICE.

HANS WILSDORF, OF BIENNE, SWITZERLAND.

ACT OF FEBRUARY 20, 1906.

Application filed October 7, 1927. Serial No. 285,783.

OYSTER

STATEMENT.

To the Commissioner of Patents:

Hans Wilsdorf, a subject of the King of Great Britain, residing at 82 Chemin du Haut, Bienne, Switzerland, and doing business at 82 Chemin du Haut, Bienne, Switzerland, has adopted and used the trade-mark shown in the accompanying drawing, for ~~WATCHES, MOVEMENTS, CASES, DIALS, AND OTHER PARTS OF~~ ~~WATCHES~~, in Class 27, Horological instruments, and presents herewith five specimens showing the trade-mark as actually used by applicant upon the goods, and requests that the same be registered in the United States Patent Office in accordance with the act of February 20, 1906, as amended. The trade-mark has been continuously used and applied to said goods in applicant's business since July, 1926.

The trade-mark is usually applied or affixed to the goods, or to the packages containing the same, by means of labels having the mark printed thereon, or by impressing the mark directly upon the goods.

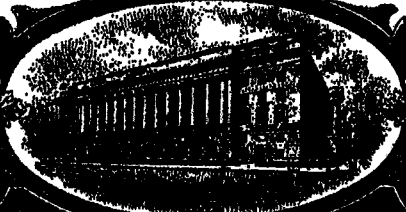
Said trade-mark has been registered in Switzerland, No. 62,867, dated 29th July 1926, on an application filed July 29, 1926.

Messrs. Ruege, Boyce & Bakelar, whose postal address is 261 Broadway, New York, N. Y., are designated, on whom process or notice of proceedings affecting the right to ownership of said trade-mark brought under the laws of the United States may be served.

The undersigned hereby appoints Messrs. Ruege, Boyce & Bakelar, (a firm composed of John H. Ruege, Francis E. Boyce and Walter L. Bakelar) 261 Broadway, New York, N. Y., its attorneys, with full powers of substitution and revocation, to prosecute this application for registration, to make alterations and amendments therein, to receive the certificate, and to transact all business in the Patent Office connected therewith.

HANS WILSDORF.

7566139



THE UNITED STATES OF AMERICA

~~TO ALL TO WHOM THESE PRESENTS SHALL COME:~~

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

November 09, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION 1,105,602 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

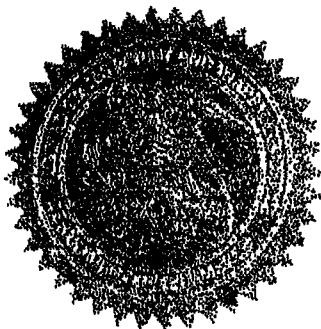
REGISTERED FOR A TERM OF 20 YEARS FROM *November 07, 1978*
2nd RENEWAL FOR A TERM OF 10 YEARS FROM *November 07, 2008*
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

ROLEX WATCH, U.S.A., INC.
A NEW YORK CORPORATION

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

E. Borrett
E. BORNETT
Certifying Officer



Int. Cl.: 14

Prior U.S. Cl.: 27.

Reg. No. 1,105,603

United States Patent and Trademark Office

Registered Nov. 7, 1978

10 Year Renewal

Renewal Term Begins Nov. 7, 1998

**TRADEMARK
PRINCIPAL REGISTER**

OYSTER PERPETUAL

ROLEX WATCH U.S.A., INC. (NEW
YORK CORPORATION)

665 FIFTH AVENUE
NEW YORK, NY 10022, ASSIGNEE OF
MONTRES ROLEX S.A. (SWITZER-
LAND CORPORATION) GENEVA,
SWITZERLAND

OWNER OF U.S. REG. NO. 394,161.

FOR: WATCHES AND PARTS THERE-
OF, IN CLASS 14 (U.S. CL. 27).

FIRST USE 2-25-1938; IN COMMERCE
2-25-1938.

SER. NO. 73-161,727, FILED 4-10-1978.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Oct. 13, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 14

Prior U.S. Cl.: 27

United States Patent and Trademark Office

Reg. No. 1,105,602
Registered Nov. 7, 1978

TRADEMARK

Principal Register

OYSTER PERPETUAL

Montres Rolex S.A. (Swiss corporation)
3, Rue Francois Dussand
Geneva, Switzerland

For: WATCHES AND PARTS THEREOF, in CLASS
14 (U.S. CL. 27).

First use at least as early as Feb. 25, 1938; in com-
merce at least as early as Feb. 25, 1938.

Owner of Reg. No. 394,881.

Ser. No. 165,727, filed Apr. 10, 1978.

R. PEVERADA, Examiner

1296693

THE UNITED STATES OF AMERICA

~~TO ALL TO WHOM THESE PRESENTS SHALL COME:~~

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

March 29, 2005

THE ATTACHED U.S. TRADEMARK REGISTRATION 520,309 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *January 24, 1950*

3rd RENEWAL FOR A TERM OF 10 YEARS FROM *January 24, 2000*

SECTION 8 & 15

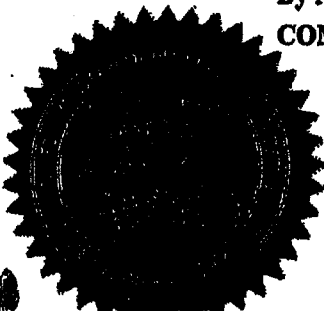
LESS GOODS

SAID RECORDS SHOW TITLE TO BE IN:

ROLEX WATCH U. S.A., INC.

A NEW YORK CORP.

By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS



Trudie Wallace
TRUDIE WALLACE
Certifying Officer

Int. Cl.: 14

Prior U.S. Cl.: 28

Reg. No. 828,389

United States Patent and Trademark Office

Registered Jan. 24, 1960

10 Year Renewal

Renewal Term Begins Jan. 24, 2000

**TRADEMARK
PRINCIPAL REGISTER**

President

ROLEX WATCH U.S.A., INC. (NEW
YORK CORPORATION)
665 FIFTH AVENUE
NEW YORK, NY 10022, BY ASSIGN-
MENT BULOVA WATCH COMPANY,
INC. (NEW YORK CORPORATION)
NEW YORK, NY

OWNER OF U.S. REG. NO. 211,299.

FOR: WRISTBANDS AND BRACE-
LETS FOR WATCHES MADE WHOLLY
[OR IN PART OR PLATED] WITH PRE-
CIOUS METALS [SOLD SEPARATELY
FROM WATCHES], IN CLASS 28 (INT.
CL. 14).
FIRST USE 1-3-1949 IN COMMERCE
1-3-1949.

SER. NO. 71-571,640, FILED 2-10-1949.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Dec. 7, 1999.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Registration No. 520,309

**AFFIDAVIT SEC. 8
ACCEPTED**

PRINCIPAL REGISTER
Trade-Mark

RENEWED

Pres. Add.
Fleming Hall, N.Y.

UNITED STATES PATENT OFFICE

Bulova Watch Company, Inc., New York, N. Y.

Act of 1946

Application February 10, 1949, Serial No. 572,640

President

(Statement)

Bulova Watch Company, Inc., a corporation duly organized under the laws of the State of New York, located and doing business at No. 630 Fifth Avenue, in the city of New York, State of New York, United States of America, has adopted and is using the trade-mark shown in the accompanying drawing, for WRISTBANDS AND BRACELETS FOR WATCHES MADE WHOLLY OR IN PART OR PLATED WITH PRECIOUS METALS, SOLD SEPARATELY FROM WATCHES, in Class 28, Jewelry and precious-metal ware, and presents herewith five specimens showing the trade-mark as actually used in connection with such goods, the trade-mark being applied to tag-labels affixed to the goods, and requests that the same be registered in the United States Patent Office on the Principal Register in accordance with the act of July 5, 1908.

The trade-mark was first used on January 5, 1949, and first used in commerce among the several States of the United States which may lawfully be regulated by Congress, on January 5, 1949.

Applicant is the owner of United States Trade-Mark Registration No. 228,259, registered January 26, 1927, renewed,

(Declaration)

Harry D. Hepshel, being duly sworn, deposes and says that he is vice president of Bulova Watch Company, Inc., the applicant named in the foregoing statement, that he believes that said corporation is the owner of the trade-mark which is in use in commerce among the several States of the United States, and that no other person, firm, corporation or association, to the best of his knowledge and belief, has the right to use such trade-mark in commerce which may lawfully be regulated by Congress either in the identical form thereof or in such near resemblance thereto as might be calculated to deceive, that the drawing and description truly represent the trade-mark sought to be registered, that the specimens show the trade-mark as actually used in connection with the goods, and that the facts set forth in the statement are true.

BULOVA WATCH COMPANY, INC.,
By **HARRY D. HENSHEL,**
Vice President.

7266219



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:
UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

November 08 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION 101,819 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *January 12, 1915*
5th RENEWAL FOR A TERM OF 10 YEARS FROM *January 12, 2005*
SECTION 8 & 15

REPUBLISHED SECTION 12C

SAID RECORDS SHOW TITLE TO BE IN:

ROLEX WATCH U.S.A. INC.
A NEW YORK CORPORATION

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

P. R. Grant
P. R. GRANT
Certifying Officer



Int. Cl. 14

Prior U.S. Cl. 27

United States Patent and Trademark Office
10 Year Renewal

Reg. No. 181,819

Registered Jan. 12, 1915

Renewal Term Begins Jan. 12, 1925

**TRADEMARK
PRINCIPAL REGISTER**

ROLEX

ROLEX WATCH U.S.A., INC. (NEW
YORK CORPORATION)
665 FIFTH AVENUE
NEW YORK, NY 10022, BY CHANGE OF
NAME AND ASSIGNMENT FROM
AEGLE & A. (SWITZERLAND COM-
PANY) BIENNE, SWITZERLAND

OWNER OF SWITZERLAND REG.
NO. 34251, DATED 10-7-1913.

FOR: WATCHES, CLOCKS, PARTS OF
WATCHES AND CLOCKS, AND THEIR
CASES, IN CLASS 27 (INT. CL. 14).

FIRST USE 0-0-1912; IN COMMERCE
0-0-1912.

SER. NO. 71-078,904, FILED 6-4-1914.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Nov. 8, 1924.*

COMMISSIONER OF PATENTS AND TRADEMARKS.

Renewed to
Aegler, S.A., Fabrique des Montres Rolex & Gruen Guild A, a
corporation of Switzerland.

UNITED STATES PATENT OFFICE.

AEGLER S. A., OF BIENNE, SWITZERLAND.

TRADE-MARK FOR WATCHES, CLOCKS, PARTS OF WATCHES AND CLOCKS, AND THEIR
CASES.

101,819.

Registered Jan. 12, 1915.

Application filed June 8, 1914. Serial No. 78,904.

STATEMENT.

To all whom it may concern:

Be it known that AEGLER S. A., a company registered in Switzerland under Swiss law, and located in Bienna, Switzerland, doing business at Rebborg Works, Hüheweg 82 and 82^a, Bienna, Switzerland, has adopted and used the trade-mark shown in the accompanying drawing, for watches, clocks, parts of watches and clocks, and their cases, in Class 27, Horological instruments:

The trade mark has been continuously used

in the business of the said company since the year 1912.

The trade mark is applied or affixed to the goods or to the packages containing same by placing thereon a printed label on which the trade mark is shown; it is also stamped directly on the goods.

AEGLER S. A.
HERMAN AEGLER,
Director.

ROLEX

DECLARATION.

Confederation of Switzerland. Canton and city of Berne ss.

HERMAN AEGLER, being duly sworn deposes and says that he is the director of the company, the applicant named in the foregoing statement; that he believes the foregoing statement is true; that he believes the said company is the owner of the trade mark sought to be registered; that no other person, firm, corporation or association, to the best of his knowledge and belief, has the right to use said trade mark in the United States, either in the identical form or in any such near resemblance thereto as

might be calculated to deceive; (that said trade mark has been registered in Switzerland on the 7th October 1913 No. 34251); that the description and drawing presented truly represent the trade mark sought to be registered; and that the facsimiles show the trade mark as actually used upon the goods.

HERMAN AEGLER.

Subscribed and sworn to before me this 20th day of May, 1914.

[L. S.] GEO. HEIMROD,
*Consul of the United States of America at
Berne, Switzerland.*

Copies of this trade-mark may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."

264939



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

November 09, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION 1,960,768 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

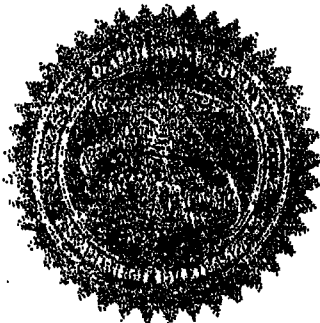
REGISTERED FOR A TERM OF 10 YEARS FROM *March 05, 1996*
1st RENEWAL FOR A TERM OF 10 YEARS FROM *March 05, 2006*
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

Registrant

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

E. Bornett
E. BORNETT
Certifying Officer



Int. Cl.: 14

Prior U.S. Cls.: 2, 27, 28, and 50

United States Patent and Trademark Office

Reg. No. 1,960,768

Registered Mar. 5, 1996

**TRADEMARK
PRINCIPAL REGISTER**

ROLEX DAYTONA

ROLEX WATCH U.S.A., INC. (NEW YORK
CORPORATION)
665 FIFTH AVENUE
NEW YORK, NY 10022

FIRST USE 0-0-1994; IN COMMERCE
0-0-1994.

OWNER OF U.S. REG. NO. 101,819.

SN 74-453,503, FILED 10-27-1993.

FOR: WATCHES, IN CLASS 14 (U.S. CLS. 2,
27, 28 AND 50).

ANGELA M. MICHELL, EXAMINING ATTOR-
NEY

7264435



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:
UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

October 28, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION 3,703,603 IS
CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION ISSUED BY
THE UNITED STATES PATENT AND TRADEMARK OFFICE WHICH
REGISTRATION IS IN FULL FORCE AND EFFECT.

REGISTERED FOR A TERM OF 10 YEARS FROM *October 27, 2009*
SAID RECORDS SHOW TITLE TO BE IN: *Registrant*

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

P. R. GRANT
Certifying Officer



United States of America

United States Patent and Trademark Office

ROLEX DEEPSEA

Reg. No. 3,703,603 ROLEX WATCH USA, INC. (NEW YORK CORPORATION)
Registered Oct. 27, 2009 665 FIFTH AVENUE
NEW YORK, NY 10022

Int. Cl.: 14 FOR: WATCHES, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

TRADEMARK FIRST USE 8-31-2008; IN COMMERCE 8-31-2008.
PRINCIPAL REGISTER THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 101,819, 1,753,843, AND 1,960,768.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DEEPSEA", APART FROM THE MARK AS SHOWN.

SN 78-707,858, FILED 9-7-2005.

JEFF DEFORD, EXAMINING ATTORNEY



David J. Kybas

Director of the United States Patent and Trademark Office

7266339

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

November 04, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION 860,527 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

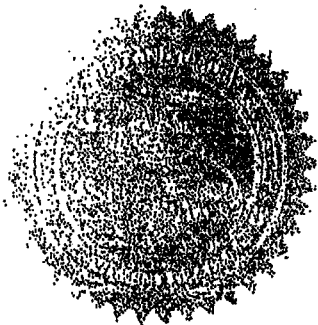
REGISTERED FOR A TERM OF 20 YEARS FROM *November 19, 1968*
2nd RENEWAL FOR A TERM OF 10 YEARS FROM *November 19, 2008*
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

ROLEX WATCH, U.S.A., INC.

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office


P. SWAIN
Certifying Officer



Int. Cl.: 14

Prior U.S. Cl.: 27

United States Patent and Trademark Office
Renewal

Reg. No. 860,527
Registered Nov. 19, 1968
OG Date Apr. 18, 1989

**TRADEMARK
PRINCIPAL REGISTER**

SEA-DWELLER

ROLEX WATCH U.S.A., INC. (NEW
YORK CORPORATION)
665 FIFTH AVENUE
NEW YORK, NY 10022, ASSIGNEE OF
MONTRES ROLEX S.A. (SWITZER-
LAND CORPORATION) 1211 GENEVA
24, SWITZERLAND

OWNER OF SWITZERLAND REG.
NO. 215610, DATED 1-31-1966.

FOR: WATCHES AND CLOCKS, AND
PARTS THEREOF, IN CLASS 27 (INT.
CL. 14).

FIRST USE 6-9-1967; IN COMMERCE
6-9-1967.

SER. NO. 289,907, FILED 1-30-1968.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Apr. 18, 1989.*

COMMISSIONER OF PATENTS AND TRADEMARKS

United States Patent Office

860,527

Registered Nov. 19, 1968

PRINCIPAL REGISTER Trademark

Ser. No. 289,907, filed Jan. 30, 1968

SEA-DWELLER

Montres Rolex S.A. (Swiss corporation)
3, rue Francois Dussaud
1211 Geneva 24, Switzerland

For: WATCHES AND CLOCKS, AND PARTS
THEREOF, in CLASS 27 (INT. CL. 14).
First use June 9, 1967; in commerce June 9, 1967.
Owner of Swiss Reg. No. 215,610, dated Jan. 31, 1966.

7266339

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

November 04, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION 1,782,604 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM July 20, 1993
1st RENEWAL FOR A TERM OF 10 YEARS FROM July 20, 2003
SECTION 8 & 15

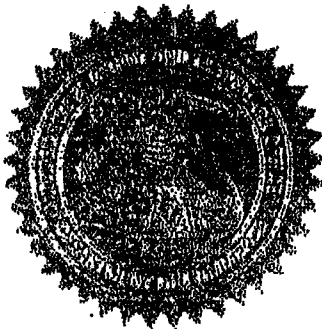
SAID RECORDS SHOW TITLE TO BE IN:

Registrant

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

P. SWAIN

Certifying Officer



Int. Cl.: 14

Prior U.S. Cl.: 27

United States Patent and Trademark Office **Reg. No. 1,782,604**
Registered July 20, 1993

**TRADEMARK
PRINCIPAL REGISTER**

SUBMARINER

ROLEX WATCH U.S.A., INC. (NEW YORK
CORPORATION)
665 FIFTH AVENUE
NEW YORK, NY 10022

FIRST USE 0-0-1954; IN COMMERCE
0-0-1954.

SER. NO. 74-336,069, FILED 12-2-1992.

FOR: WATCHES, IN CLASS 14 (U.S. CL. 27).

SUSAN LESLIE, EXAMINING ATTORNEY

7266339

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

November 03, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION 2,950,028 IS
CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION ISSUED BY
THE UNITED STATES PATENT AND TRADEMARK OFFICE WHICH
REGISTRATION IS IN FULL FORCE AND EFFECT.

REGISTERED FOR A TERM OF 10 YEARS FROM *May 10, 2005*
SAID RECORDS SHOW TITLE TO BE IN: *Registrant*

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

M. Tarver

M. TARVER
Certifying Officer



Int. Cl.: 14

Prior U.S. Cls.: 2, 27, 28, and 50

United States Patent and Trademark Office

Reg. No. 2,950,028
Registered May 10, 2005

TRADEMARK
PRINCIPAL REGISTER

TURN-O-GRAPH

**ROLEX WATCH U.S.A., INC. (DELAWARE COR-
PORATION)**
665 FIFTH AVENUE
NEW YORK, NY 10022

FIRST USE 9-15-2004; IN COMMERCE 9-15-2004.

SN 78-252,196, FILED 5-20-2003.

**FOR: WATCHES AND PARTS THEREOF, IN
CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).**

DEZMONA MIZELLE, EXAMINING ATTORNEY



725435

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

October 27, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION 1,749,374 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *January 26, 1993*

1st RENEWAL FOR A TERM OF 10 YEARS FROM *January 26, 2003*

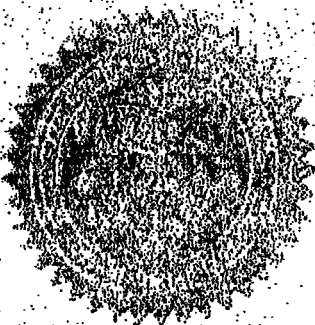
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

REGISTRANT

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office


W. MONTGOMERY
Certifying Officer



Int. Cl.: 14

Prior U.S. Cl.: 27

United States Patent and Trademark Office

Reg. No. 1,749,374
Registered Jan. 26, 1993

**TRADEMARK
PRINCIPAL REGISTER**

YACHT-MASTER

ROLEX WATCH U.S.A., INC. (NEW YORK
CORPORATION)
665 FIFTH AVENUE
NEW YORK, NY 10022-3305

FIRST USE 10-8-1992; IN COMMERCE
10-8-1992.

SN 74-219,826, FILED 11-7-1991.

FOR: WATCHES, IN CLASS 14 (U.S. CL. 27). JILL C. ALT, EXAMINING ATTORNEY