

# EXHIBIT 1

7266319

**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. 101,819

Registered Jan. 12, 1915

Renewal Term Begins Jan. 12, 1995

TRADEMARK  
PRINCIPAL REGISTER

**ROLEX**

ROLEX WATCH U.S.A., INC. (NEW  
YORK CORPORATION)  
665 FIFTH AVENUE  
NEW YORK, NY 10022, BY CHANGE OF  
NMAE AND ASSIGNMENT FROM  
ABGLER S. 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 6-8-1914.

*In testimony whereof I have herunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Nov. 8, 1994.*

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 Bienne, Switzerland, doing business at Rebberg Works, H8heveg 82 and 82<sup>1</sup>, Bienne, 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."