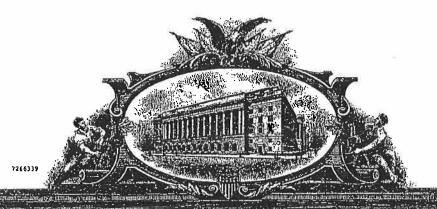
# EXHIBIT 1



#### THE UNITED STATES OF AMERICA

TO ANT. TO WHOM THESE: PRESENTS SHAME COMES 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

Certifying Officer

Int. Cl.: 14

Prior U.S. Cl.: 27

United States Patent and Trademark Office

Reg. No. 101,819

Trademark Office Registered Jan. 12, 1915

10 Year Renewal

Renewal Term Begins Jan, 12, 1995

#### TRADEMARK PRINCIPAL REGISTER

## ROLEX

ROLEX WATCH U.S.A., INC. (NEW YORK CORFORATION) 665 FIFTH AVENUE

NEW YORK, NY 10022, BY CHANGE OF NMAE AND ASSIGNMENT FROM AEGLER S. A. (SWITZERLAND COM-PANY) BIENNE, SWITZERLAND OWNER OF SWITZERLAND REG. NO. 34251, DATED 10-7-1913.

FOR: WATCHES, CLOCKS, FARTS 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 hereunto 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 Aegler, S.A., Fabrique des Montres Rolex & Gruen Guild corporation of Switzerland.

### TED 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.

TKEMETATE.

To all whom it may concern:

Be it known that Arener S. A., a company registered in Switzerland under Swisslaw, and located in Bienne, Switzerland, doing business at Rebberg Works, Höheweg S2 and S2. 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.

DECLARATION.

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

Confederation of Switzerland. Canton and might be calculated to deceive; (that said city of Berne ss. 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.

GEO. HEIMROD. [L. s.] 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."