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BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

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Party	Plaintiff Omega SA (Omega AG) (Omega Ltd.)
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Signature	/Thomas P. Gulick/
Date	05/21/2015
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EXHIBIT 16

OMEGA

A JOURNEY THROUGH TIME

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A JOURNEY THROUGH TIME

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OMEGA

Marco Richon

translated from French
by Myriam and David Lea

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OMEGA

A JOURNEY THROUGH TIME

OSA 000371

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Printed in Switzerland

O, as in Olympics

1905: Official timekeeping of sixteen events in Switzerland and abroad.

1909: First major sports timekeeping: the Gordon Bennett balloon race in Zurich.

1910: First electromechanical timekeeping using a tape stretched across the finish line.

1932: First official timekeeping of the **Olympic Games**, in Los Angeles, using chronographs and stopwatches with a split-seconds hand developed by Lémania. Omega will have timed a total of 25 Olympics up to the London Olympic Games of 2012 (see page 562).

1936: Official timekeeping of the Winter Olympics in Garmisch-Partenkirchen and the Summer Olympics in Berlin.

1945: Invention of the independent **photoelectric cell**.

1948: Official timekeeping of the Winter Olympics in St. Moritz and the Summer Olympics in London.

1949: Invention of the first modern photo finish camera, which, since 1963, has been known as the ***Photosprint***; it revolutionises timekeeping on the finish line.

1952: Official timekeeping of the Helsinki Summer Olympics, where quartz timing technology was introduced with the ***Time Recorder***. The same year, the **Olympic Cross of Merit** was awarded to the "father" of modern timekeeping, Charles Sickert, "for exceptional services to the cause of sport".

1956: Official timekeeping of the Winter Olympics in Cortina d'Ampezzo and the Summer Olympics in Melbourne, which saw the introduction of the world's first semi-automatic timing device for swimming competitions: the ***Swim Eight-O-Matic Timer***.

1960: Official timekeeping of the Summer Olympics in Rome, which saw the inauguration of the first **luminous scoreboards**.

1961: Invention of the ***Omegascope***, a timekeeping device allowing the time of each competitor followed by a camera to be superimposed on the TV screen image.

1964: Official timekeeping of the Winter Olympics in Innsbruck.

1966: **First 100% electronic timekeeping** in the world, in Budapest.

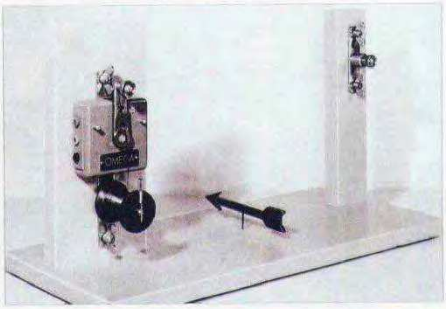
1967: Invention of the **contact pads** for swimming competitions.

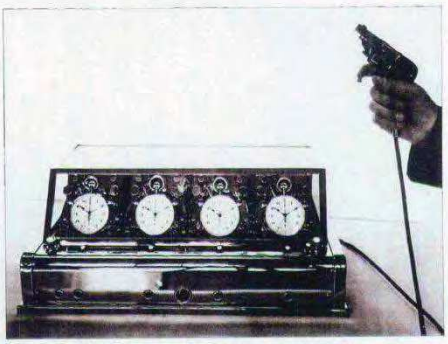
1968: Official timekeeping of the Winter Olympics in Grenoble and the Summer Olympics in Mexico.

427. From the 30th of September to the 3rd of October 1909, Omega was for the very first time in its history the official timekeeper of an international event: the Gordon Bennett balloon race in Zurich.

► 400. Muybridge string (also called a finishing tape): The first modern timing trigger. Invented in 1879 by the English photographer *Eadweard J. Muybridge* to study the gallop of a horse. The breaking of the string by an athlete acts on an electrical contact, which in turn acts on the chronograph. This system was used in sports from the beginning of the 1910s until the end of the 1940s, when it was progressively replaced by the independent photoelectronic cell.

The technique was far from perfect: only one contestant's performance or only the first in a compact group of contestants could be recorded. It did however set the principle of automatic timing: measurement of a competitor's performance with as little human intervention as possible, human intervention being the most frequent cause of error and dispute.

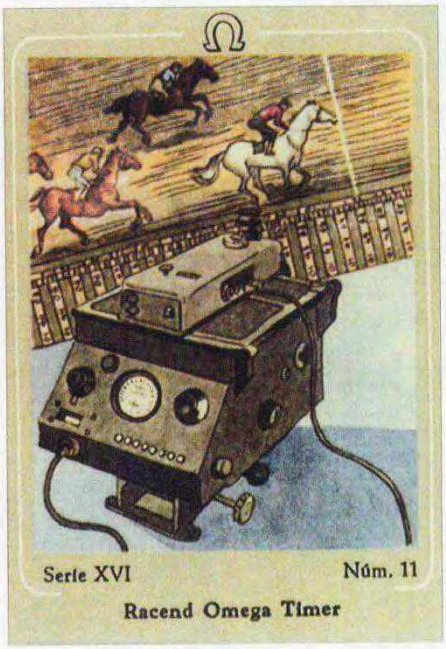


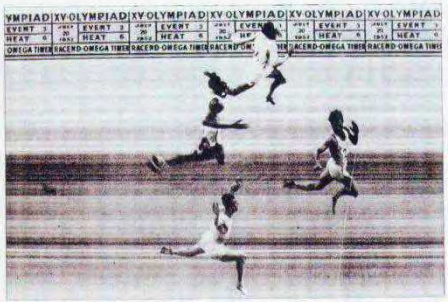


403. Automatic trigger box with four chronographs: Replacing the string by the photoelectric cell (1945) made it possible to accelerate the processing time of the competitors, using an ever-increasing number of chronographs or stopwatches.

For functioning satisfactorily, the photoelectric cell requires that competitors are separated enough to enable the re-setting of the light beam. The start or stop impulse is triggered by a start-pistol or a photoelectric cell; the impulse starts or stops the stopwatches simultaneously, consecutively, or individually.

406. Photoelectric cell, 1945: An infrared beam is projected from a light onto a photoelectric cell facing it on the other side of the start or finish line. When the beam is cut by a passing competitor, the cell transmits an instantaneous electrical pulse to the timing device. The principle was used for the first time in sports by the American William P. Moorefield in 1935. In 1945, Omega built an independent compact set, transportable in a suitcase, which progressively replaced the Muybridge string. *On the left:* the transmitter-receiver; *on the right:* the reflector.





The Olympic Games in Helsinki, 1952: One of the very first Olympic photo finishes. The competitors' times, not yet official, are missing from the bottom of the photograph.

◄ 412. Racend Omega Timer, 1949: Developed in 1946 by the British company Williamson, this camera was said "to photograph time", as it was able to record the entire final sprint on a single photograph and to show with no error possible the exact finish order.

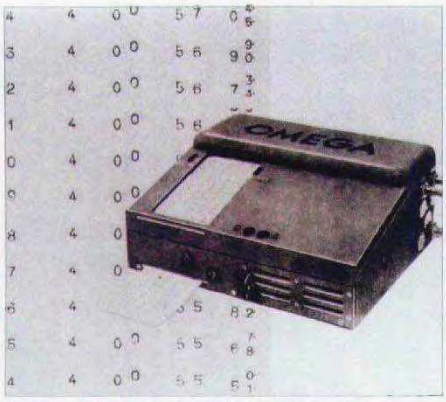
This camera is placed on an extension of the finish line and films the scene without a shutter, through a tiny vertical slot. The film is advanced at the speed of the contestants. Initially used to film horse and dog races, this Race Finish Camera was employed at the 1948 Olympic Games in London, where it was dubbed the "Magic Eye". Shortly after, Omega adopted the technology and enhanced it with an ingenious timer. This new version was named the *Racend Omega Timer* in 1949 and renamed the *Photosprint* from 1963.

(A vignette from the Spanish album *Cromos Omega* published in 1952).

417. Omega Photosprint OPS 2, 1972: The most sold photo finish camera in the world. Available with a colour film from 1981.

OSA 000384

Charles Sickert, the father of modern sports timing.



411. Omega Time Recorder OTR 1, 1950: The first electronic chronograph in the world to be piloted by a quartz clock and to feature a time-printing device. Used for timing sports competitions where there were no problems of finish order or in disciplines with staggered finishes. See the "High precision" chapter, page 198.

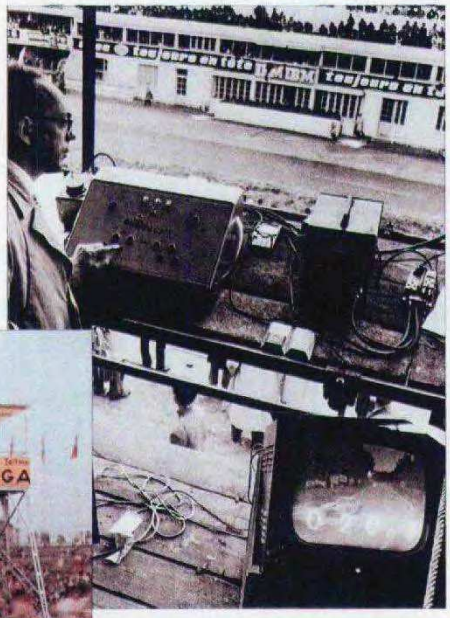
◄ The predecessor of today's electronic timers, the OTR 1 (seen above) earned Charles Sickert, at the time the head of Omega's timing department, the award of the Olympic Cross of Merit "for exceptional services to the cause of sport" during the 1952 Olympic Games in Helsinki.

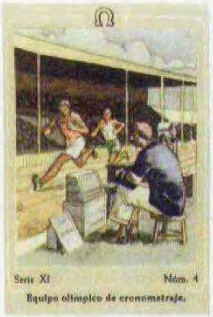
407. Omega Swim Eight-O-Matic Timer, 1956: The first semi-automatic timing device in the world for swimming competitions.

▼ 410. Omegascope, 1961: An electronic split-seconds chronograph driven by a quartz oscillator and backed-up by an optical display device. It displayed competitors' times superimposed across the bottom of the television screen. Seen here in the 24 Hours of Le Mans car race, together with the image as it appeared on the television screen: direct timing presented to millions of viewers!

Now outdated, the *Omegascope* revolutionised timekeeping by bringing live the competitors' times to viewers, leaving no room for error! It introduced a new dimension to sports competitions by bringing suspense to events where a 1/100th or even a 1/1000th of a second became determinative.

The *Omegascope* also served scientific purposes: it was, among others, used on the Concorde to time the measures of navigational instruments, and in particular the measures used by the on-board computer to determine the supersonic's position to within 80 meters, even at a speed of 700 m/sec.





404. Automatic trigger box with eight chronographs, 1948. A vignette from the Spanish album *Cromos Omega* published in 1952.

◄ European Athletics Championship, Budapest, 1966. The year 1966 marked the transition between two measurement methods: the manual system, which became unofficial, and electronic timing, from then on the official method. On the photograph: two OPS 1 cameras (seen above the Omega banner).

1972: Creation in collaboration with Longines of the timekeeping company ***Swiss Timing***, formed under the aegis of the Federation of the Swiss Watch Industry.

1974: Invention of the **giant video-matrix scoreboard** (initially three colour tones, then sixteen in 1977, and full colour in 1985).

1976: Official timekeeper of the Winter Olympics in Innsbruck and the Summer Olympics in Montreal.

1980: Official timekeeper of the Winter Olympics in Lake Placid and the Summer Olympics in Moscow.

1984: Official timekeeper of the Winter Olympics in Sarajevo and the Summer Olympics in Los Angeles.

1988: Official timekeeper of the Winter Olympics in Calgary and the Summer Olympics in Seoul.

1990: Invention of the ***Scan'O' Vision***, a low-cost and popular version of the photo finish camera using electronic imaging. Initially black and white; available in colour from 1995.

1992: Official timekeeper of the Winter Olympics in Albertville.

2000: Invention of ***Livetiming***, which provides a competition's results in real time via the Internet.

Official timekeeper of the **America's Cup** (repeated in 2003 and in 2007).

2006: Official timekeeper of the Winter Olympics in Torino.

2008: Official timekeeper of the Summer Olympics in Beijing.

2010: Official timekeeper of the Winter Olympics in Vancouver.

2012: Official timekeeper of the Summer Olympics in London.

In the related field of diver's watches, the following dates are worthy of note:

1932: Launch of the double case ***Marine***, Omega's first diver's watch. Water resistant to a depth of 135 m, it was used by the American underwater explorer William Beebe in the Pacific, as well as by the French commander Yves Le Prieur, inventor of the aqualung.

1957: Launch of the automatic ***Seamaster 300*** with a rotating bezel.

1970: Launch of the highly water-resistant professional diver's watch ***Seamaster 600***, the so-called *Ploprof*, used by the French commander Jacques-Yves Cousteau in a series of experiments conducted at depths of around 500 m.

1971: Launch of the ***Seamaster 1000 m***, tested at this depth in 1975 by the American submersible *Beaver*.

OSA 000385

1981: Launch of the ***Seamaster 120 m***, an ultra-thin diver's watch by the Frenchman Jacques Mayol (known as *The Dolphin Man* or *The Big Blue*) on one of his record free dives off the coast of the Elba Island, Italy.

1988: Launch of the ***Seamaster 200 m***, associated with the Faré mission, during which the submarine Nautile descends to a depth of 4,400 m in the middle of the Atlantic Ocean.

1993: Launch of the ***Seamaster Professional Chrono Diver***, the world's first diver's chronograph with pushers that can function down to a depth of 300 m. It is tested by the French free diver Roland Specker when he breaks the difficult freshwater free diving record in the Lake of Neuchâtel, Switzerland.

2000: Launch of the ***Seamaster Professional Diver America's Cup***, in tribute to the world's most prestigious sailing competition, the 30th edition of which is officially timed by Omega.

2003: Wearing a ***Seamaster Professional America's Cup*** (launched in 2002), Austrian Christian Redl breaks two free diving records under the ice of the Weissensee, Austria.

Launch of a chronograph specially designed for free divers, the ***Seamaster Professional Apnea***, developed in conjunction with Jacques Mayol.

2005: Launch of the ***Seamaster Professional Co-Axial Chronometer 600 m "Planet Ocean"*** with a black or orange rotating bezel.

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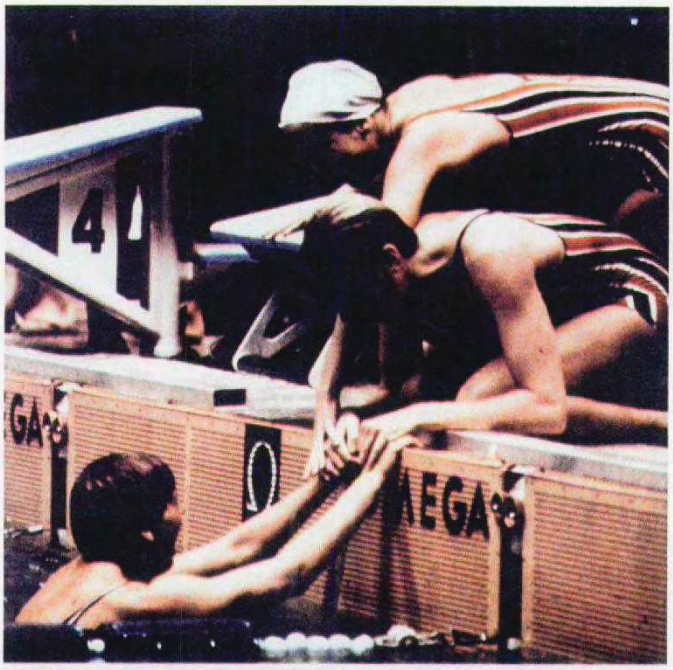


Swiss Timing, a timing company created in 1972 by Longines and Omega.

◄ 408. Omega Contact Pad OCP 1, 1967: The world's first contact pad for swimming competitions. Unaffected by water in the contact system and insensitive to splashes, its electronic counter is stopped by the slightest pressure of the swimmer's hand.

A giant video-matrix scoreboard (in 16 colours) hanging between the earth and sky at the Olympic Stadium of Athens, which was opened in 1982.

9033. Commemorative medals of the Olympic Games of Los Angeles (1932), Helsinki (1952), and Mexico (1968).

For more information about the diver's watches presented above, see the "Diver's watches" section of the "Seamaster" chapter.

446. Scan'O'Vision, 1990: A popular and inexpensive photo finish camera, with 100% electronic imagery. Colour images from 1995.

OSA 000386

M, as in Mega-precision

1894: François Chevillat designs the famous **19''' calibre** (''' = lines; 19''' = 43 mm diameter). It is characterised by the perfection of its design, the ingenuity of certain mechanisms, and its moderate price. The calibre is manufactured using methods that, at the time, were revolutionary, in terms of the industrial scale **mechanised production**, enabling complete **interchangeability** of the components and the use of "divided assembly". Considered at the time the last word in watchmaking technology, this movement is named ***Omega***. It is an astounding success and its name is given to the company from 1903.

1919: First place in the **Observatory of Neuchâtel**'s precision competition. A success repeated from 1932 to 1934, in 1948 and 1949, and then almost uninterruptedly from 1955 to 1971.

1924: Launch of the **40.6 mm** calibre, of which 1 million units are produced.

1925: First place in the international competition at the **Kew-Teddington Observatory** with a 47.7 mm calibre adjusted by Gottlob Ith. An exploit repeated many times between 1928 and 1949.

1928: Under the leadership of **Henri Gerber** (technical director until 1965), Omega's pocket chronometers, the elite amongst the brand's production, quickly reach the top of annual statistics.

1931: For the only time in history, Omega beats all possible precision records, six in total, at the **Geneva Observatory**. Repeated first places and records from 1932 to 1934, and then almost without interruption from 1941 to 1967.

1936: A 47.7 mm calibre adjusted by Alfred Jaccard sets the famous – and since unbeaten – **world precision record in all categories** (97.8 points out of 100) at Kew-Teddington.

1938: Henri Kneuss designs the **30 mm** calibre, a symbol of the high-quality Swiss wristwatch, of which, taking all versions into account, almost 3 million units are produced.

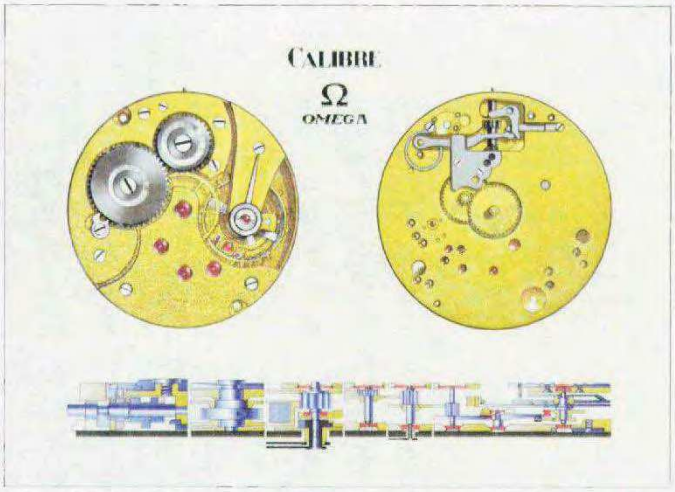
The first major customer for the 30 mm is, from 1940, the British Forces, which order some 110,000 units to cover around half their requirements – including the Royal Air Force – for the Second World War.

1942: Charles Perregaux designs the automatic **28.10 mm** and **30.10 mm** calibres with buffers, of which 1.3 million units are produced, including over half a million chronometers.

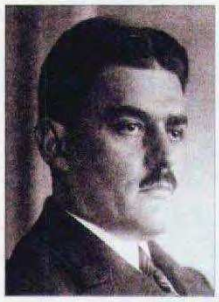
1947: The **first tourbillon wrist calibre**, the 301, is designed, purely for precision competitions.

1950: Proof that quantity and quality can be combined: a **continuous series** of 1,000 automatic movements are awarded the official title of chronometer. An achievement repeated in 1960 with 20,000 movements and in 1965 with… 100,000! All with a special mention for particularly good results.

1954: Edouard Schwaar designs the lady's **12.5 mm** calibre (480), of which 3.33 million units are produced. In 1955, the gentleman's automatic calibres 470, 490 and 500 with rotors follow; they reach a volume of 1.1 million pieces.



A sketch of the 39.5 L calibre (1918) from the bridge side, the dial side and in cross-section.



◄ Jean Pettavel, technical director from 1919 to 1927.

► The *bureau technique horloger* (technical watchmaking bureau), created in 1913.

On the left: a campyloscope. In the centre: a durometer. On the right: a SIP machine to check ébauches.

Henri Gerber, technical director from 1928 to 1965. Here in 1948.

The adjustment workshop, circa 1920.

The new mechanical workshop, opened in 1948.

OSA 000387

1958: Marc Colomb designs the **27.9 mm** manual and automatic calibres (550/560, 600/610 and 750), whose record production quantities total 5.8 million units, of which over 1.5 million are chronometers.

1960: Jacques Ziegler designs the ultra-thin lady's calibre **620**, of which 1.4 million units are produced. Its successor, the **625**, does even better in 1973, with… 2.4 million! Together with their automatic derivatives, the 670 and 680, they total more than 5.5 million units.

1963: For the one and only time in history, thanks to the precision adjusters Joseph Ory and André Briefmann, **Omega beats all of the four possible records in the Wristwatch category** at the Neuchâtel and Geneva observatories.

1964: Omega wrist chronometers account for nearly 2/3rds (63.2%) of all official certificates issued in Switzerland.

1970: The ***Electroquartz f 8,192 Hz*** is designed under the direction of Hans Widmer (technical director since 1965). It is based on the Bêta 21 calibre that was developed in 1967 by the Centre for Electronic Watchmaking in Neuchâtel.

1974: Observatory certification as a marine chronometer of the calibre 1511 which equips the well-named ***Marine Chronometer:* the only wristwatch in the world ever to have obtained this title**. Its quartz vibrates 2.4 million times per second, making it indisputably the most precise wristwatch in the world.

1976: The ***Chrono-Quartz*** (calibre 1611) is designed under the R&D director Hans Schaller. It is the first electronic watch with a hybrid (analogue and digital) display.

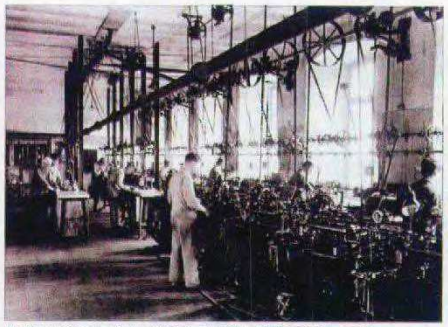
An automatic chronometer calibre 1021 is awarded an exceptional rating certificate with a total of seven out of seven results of **0.0**, which corresponds to absolute rating perfection!

1977: The ***Memomaster*** (calibre 1632) is designed; it is the first LCD instrument watch with multiple programmable memories. Also designed that year is the smallest lady's quartz movement in the world, the ***Sauterelle*** (Grasshopper) calibre 1350 without a crown.

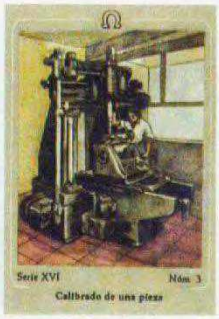
1978: The first ***Baguette*** quartz calibre in the world (calibre 1352) is designed; like the calibre 1350, it is also without a crown.

1980: Simultaneous launch of the ***Dinosaure*** (calibre 1355), an ultra-thin analogue quartz watch, the ***Sensor Quartz*** (calibre 1640), an LCD multimemory microprocessor watch with functions programmable by a touch-sensitive key, and the ***Megaquartz 4,19 MHz*** (calibre 1525), a marine chronometer with near-absolute precision, developed by Henri Schneider at the request of the French Navy.

This chronometer was offered by the Swiss government to numerous heads of state, including Ronald Reagan, Mikhail Gorbachov, and François Mitterrand.



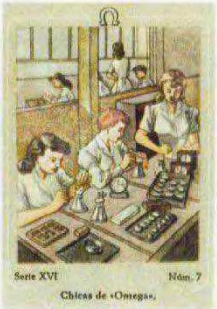
▲ The profile-turning workshop at the beginning of the 1920s.
▼ The same workshop… forty years later.



Gauging on the hydroptic machine.

Examination of a bridge with a projector.

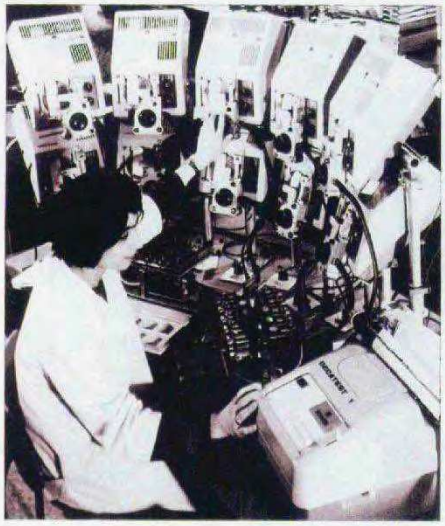
Designers in the Technical Bureau.



"Omega's girls", working here on assembling and finishing.

► Six vignettes from the Spanish album *Cromos Omega* published in 1952.

◄ Produced by the future sister company Lanco of Langendorf, Switzerland, assembly lines are introduced in 1958.



Developed in 1965, the *Decatest* allows the testing of ten watches at a time.

The *Omegametric*, an electronic device unique of its kind, was conceived in 1962 to pair the balance and the balance spring.

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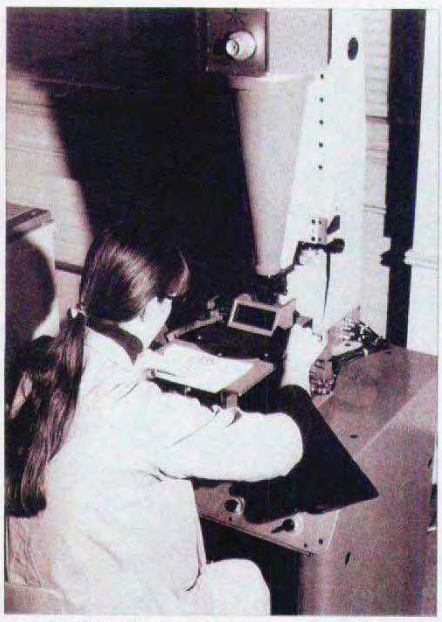
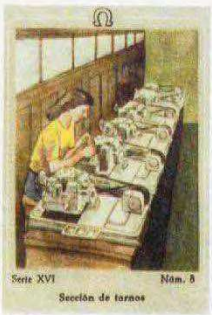
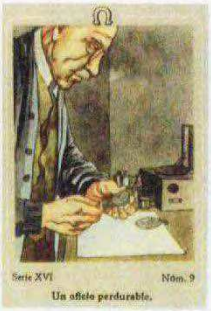


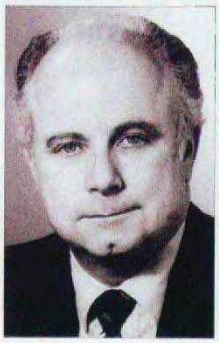
Invented in 1968 by Alcyon in collaboration with Omega Lausanne, the *Trisectron* is the first machine in the world to solder by laser.



Lathes for forming pinions.



Mechanised production, but checked by the master's eye.



► From top to bottom:

- Hans Widmer, Omega's technical director from 1965 to 1970, then SSIH's R&D director until 1976.
- Hans Kocher, SSIH's technical director (1971) and the architect of its Quality Assurance (1981-1984).
- Hans Schaller, technical director from 1976 to 1982.
- Peter Mosimann, technical director from 1982 to 1984.

One worker out of four is employed in quality control.

1981: The ***Dinosaure*** gives rise to the ***Magique*** (calibre 1357) with a transparent dial.

Launch of the ***Equinoxe*** (calibre 1655), the first reversible electronic watch with a double analogue and digital display.

1986: Launch of the ***Seamaster Multifunction*** (calibre 1665) "with eight faces and a magic crown", the hands and digital display of which are controlled by a single crown.

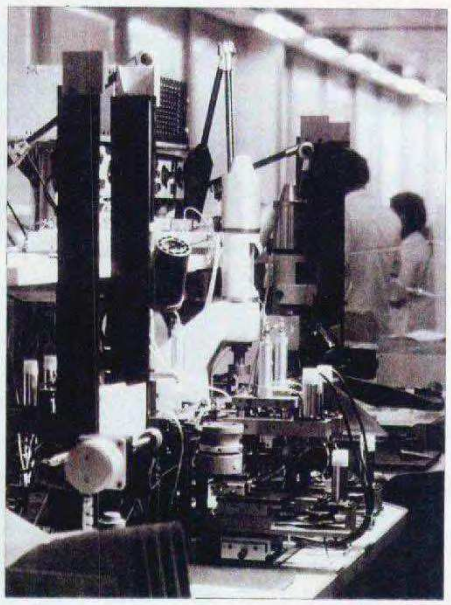
1988: Launch of the world's first chronograph with an analogue display to 1/100th of a second, the ***Seamaster 1/100*** with a microprocessor (calibre 1670).

1994: Another world premiere: the first ever automatic wristwatch with a **central tourbillon** (calibre 1170), a masterpiece created to celebrate the brand's centenary.

1999: Launch of the revolutionary **Co-Axial Escapement** movement (calibre 2500) whose escapement requires very little lubrication. Designed by the talented English watchmaker George Daniels, it is nothing less than one of the 20th century's major inventions in the field of mechanical watchmaking! Its long-term precision is further enhanced by pairing it with a simplified free-sprung balance, or "balance without an index", requiring little adjustment and providing great rating stability.

2006: Launch of the first mechanical calibre entirely developed by Omega for more than twenty years. This high performance and luxurious co-axial **automatic chronometer 8500** has a **double-barrel** that provides a 60-hour power reserve.

- Performances and records: see the "High precision" chapter.
- Calibres: see the corresponding chapter at the end of the book.



Production automation: a semi-automatic assembly line for electronic modules, developed in 1983.

OSA 000389

E, as in Elegance

1885: Launch of the ***Gurzelen*** models with jumping hours and the ***Décimal*** "Pastime" models with roulette, horse racing and dice games.

1891: Creation of a ***Louis Brandt*** hunter watch with a minute repeater and jacks (automatons striking the hours, quarter hours and minutes on demand).

1892: Creation of **the world's first minute-repeater wristwatch**, a *Louis Brandt & Frère* watch.

1894: The first models bearing the ***Omega*** brand name. One of them, a 19''' pocket watch with oval crown and bow, is so successful that it is manufactured until… 1967!

1896: A gold medal at the Swiss National Exhibition in Geneva and the Grand Prix at the International Exhibition in Brussels (1897).

1899: Creation of a *Labrador* wristwatch with a half-hunter case.

1900: Creation by the engraver and chaser Alfred Jacot-Guillarmod of the sumptuous pocket watch known as the ***Greek Temple***. It was produced for the **Paris Universal Exhibition**, where the brand is awarded a gold medal and the Grand Prix, thanks to the flourishing vitality of its Art Nouveau collection.

The **first wristwatches** are produced in series under the Omega brand name.

1906: Grand Prix at the International Exhibition in Milan.

1925: The audacious geometrical lines of Omega's new Art Deco models earn the brand a Grand Prix at the Decorative Arts Exhibition in Paris.

1939: Launch of the first **30 mm** models in standard or ***Naïad*** water-resistant versions.

1940: A world first for an industrial manufacturer of its size, Omega sets up a **Creation department**, headed by René Bannwart.

1943: The first ***Automatic*** models are launched.

1947: Launch of the ***Cosmic*** calendar watch with a moon phase and an analogue date display.

1948: Launch of the ***Centenary*** automatic wrist chronometer to celebrate the company's centenary, as well as the first automatic ***Seamaster*** models, characterised by their sporty look, water-resistance, and robustness.

1952: The first ***Constellation*** chronometers are launched (precision, reliability, aesthetics). Henceforth, they represent the top of the range in the collection.

Creation of the ***Seamaster Calendar*** with the date displayed in a trapezoidal window at 6 o'clock.

1955: Launch of the ***Ladymatic***, fitted with the world's smallest automatic calibre and the ***Sapphette***, with a crystal facetted on the inside. These two small lady's watches are a considerable success.

1957: Omega receives the **Diamonds International Award**, a distinction that Omega is awarded a further two times: four awards in 1963 and one in 1964.

The ***Railmaster***, champion of antimagnetism, is launched.

1958: Award at the Universal Exhibition of Brussels.

1960: Launch of the monocoque Seamaster models (elegant fashion), which become the ***Seamaster De Ville*** in 1963, and then ***De Ville*** in 1967.

1964: The Omega ***Moldavita***, created by Gilbert Albert as part of the collection *Meteorites and Jewellery*, represents Swiss watchmaking at the World Exhibition in New York. The Geneva stylist also signs his first ***Mailles d'Or*** pieces, which, from 1967, are completed by the prestigious ***Jeux d'Or*** collection on the themes of Rocaille, Frisson, Arabesque, Volute, then Pavé, Vague, and Anneau d'Or.

1967: Launch of the fantasy ***Genève*** collection at highly competitive prices. A collection discontinued in 1979.

1968: Launch of the ***Dynamic*** with an oval case, a zoned dial and a colour strap that can be changed by the owner. The Dynamic becomes the brand's bestseller, with over a million units sold.

1969: Launch of the ***Memomatic***, an automatic alarm watch, and the ***Constellation "Forme continue"***. This is the first model in the world with a genuine integrated bracelet, a system invented by Pierre Moinat, the successor since 1955 of René Bannwart.

1970: Omega is awarded the **Golden Rose of Baden-Baden** in recognition of its aesthetic prowess. This distinction is awarded to Omega on six other occasions in 1971 (twice), 1973, 1974, 1977, and 1978, thanks mostly to the work of Luigi Vignando.

The collection ***About Time*** by Briton Andrew Grima, jeweller to Queen Elizabeth, is an unprecedented success.

René Bannwart, the first head of the Creation department founded in 1940, father of the first 30 mm models, the Cosmic, Seamaster, and Constellation.

Pierre Moinat, Bannwart's successor from 1955, father of the Speedmaster, De Ville, Genève, and Dynamic collections.

1973: Salvador Dalí uses the dial of an electronic Omega watch as the face for the statuette-clock ***The Premonition of Drawers***, one of his numerous allegories on time and psychoanalysis.

1975: Omega is awarded the **Prix de la ville de Genève**, which it also receives in 1976. The brand receives four City of Geneva distinctions in 1969, 1970, 1976, and 1982.

1982: Two new leaders in Omega's watch collection are launched: the ***Constellation "Manhattan"*** with its characteristic four claws, and the ***Seamaster "Titane"***, a model sporting a titanium case.

1984: The French watchmaker and poet Dominique Loiseau creates ***La Rose des Temps***, the most complicated table clock in the world. The ***Sand Watches***, Lépines with a central tourbillon follow in 1985.

1985: Omega is awarded the **Grand Prix "Triumph of European Excellence"** for its creativity and timelessness.

1986: Launch of the ***Omega Art***, whose sapphire case back is decorated with a "Concrete Art" motif signed by reputed artists such as Max Bill, Richard Lohse and Paul Talman. Also launched that year is the ***Symbol*** collection with designs that evoke the great civilisations.

1991: Dominique Loiseau creates the automaton clock ***Alpha-Omega***, whose Time Carrousel expresses the poetic vision of universal history and human adventure.

1995: Launch of the **new *Constellation*** with softer lines and a rounder shape.

1997: Launch of the ***Constellation "Mini"***. Promoted with the assistance of top model Cindy Crawford, it becomes the new darling of Omega's female customers.

1999: Launch of the ***De Ville Co-Axial*** (see section "M" above) and the lady's ***Constellation Quadra***.

2000: Launch of the ***Omega Museum Collection*** with the replica of a 1938 pilot's watch with a rotating bezel. A replica of a 1951 square Cosmic moon phase follows in 2001, as does a 1945 military chronograph with tachy-tele-pulsometer scales in 2002. In 2003, a barrel-shaped model is introduced with the name "Petrograd 1915". In 2004, the Centenary automatic chronometer from 1948 is re-issued. In 2005, the 1952 "Tonneau renversé" is launched; it is followed in 2006 by the 1932 "Pocket Watch Olympic chronograph", and, in 2007, by the first diver's watch: the double case "Marine".

2001: Launch of the ***Omega Bijoux collection***, including rings, bracelets, necklaces and pendants, and inspired by the brand's symbols: the Greek letter Ω and the claws of the Constellation.

2002: Launch of the ***Seamaster "Aqua Terra"*** inspired by the Railmaster of 1957.

2003: Launch of the distinctly masculine ***Constellation "Double Eagle"*** with oversized claws.

2004: Launch of the feminine barrel-shaped ***Constellation "Quadrella"*** and the jewellery watch ***Omega "Aquarella"***, both richly set with diamonds and precious stones in various colours.

2005: Launch of the ***De Ville Rattrapante***, a wrist chronograph with a co-axial escapement. Its continuous small seconds is displayed on two concentric arcs and its date is viewed via an enlarged window that also displays the preceding and following dates, allowing a quick and clear reading, even if the minute hand is obscuring the window.

Launch of the lady's jewellery collection ***Omegamania***, whose case reproduces the lines of the Greek letter Ω that gave its name to the brand.

2006: Launch of the collection ***De Ville "Hour Vision"*** equipped with the new calibre 8500 (rhodium-plated) or 8501 (rotor and balance bridge in 18-carat red gold). In the latter version, this finish is visible, in the most luxurious models, not only through the transparent case back, but also through the sapphire crystal windows located in the case middle.

* * *

◄ The Grand Prix awarded to Omega by the Committee for European Excellence in 1985.

Gilbert Albert on the left, and Andrew Grima on the right: two central names in Omega's creations of the 1960s and 1970s respectively.

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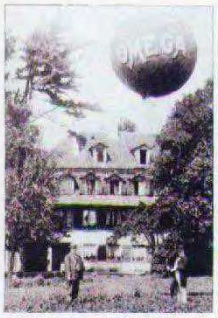


An advertisement balloon, 1914.

Henri Schaeren, Omega's first sales director (1920-1924).

G, as in Geographic

1850: Louis Brandt inaugurates an era of business travel; he makes several trips to Germany and **England** (the company's biggest market up to the early twentieth century).

1860: Within a decade, Louis Brandt's watches are found in all European countries.

1885: The markets of South America are tapped.

1888: The **first sales subsidiary** is set up in Paris for overseas business. By the 1970s, fifteen sales subsidiaries were either created or bought out.

1893: The markets of North America are explored.

1894: The policy of **selective distribution** is implemented for the new Omega brand. Watches are only sold to hand-picked general agents, with pricing and exclusivity conditions fixed by contract, the markets are organised in a solid and coherent way, and the product showcased by attractive advertising.

1895: Thanks to its precision, Omega is chosen to supply the Chinese Railways. Omega's **official watches** are later selected by numerous other railroad and airline companies in Switzerland and abroad, as well as by royal families, governments, armed forces, shooting clubs and numerous industrial enterprises, not to mention the organisation committees for the Olympic Games, American astronauts, and Russian cosmonauts (see under letters "O" and "A").

1898: The slogan *Omega, montre de précision* [Omega, precision watch] appears.

1904: The first general catalogue, entitled *La Montre Omega* is published; its cover is illustrated by the renowned artist Paul Helleu.

1909: Omega is sold the world over, including China (1895) and Japan (1896).

1912: Poster artist Leonetto Cappiello creates *Le Génie de l'Heure exacte* [The Spirit of Exact Time] for Omega.

1918: An after-sales service is set up for Omega's customers.

1920: The slogan *Omega, la montre pour la vie* [Omega, The Watch for Life] first appears.

1922: **First advertising film**, *L'Heure* [The Time], filmed by Gaumont.

1927: The slogan *Omega, l'heure exacte pour la vie* [Omega, The Exact Time for Life] appears.

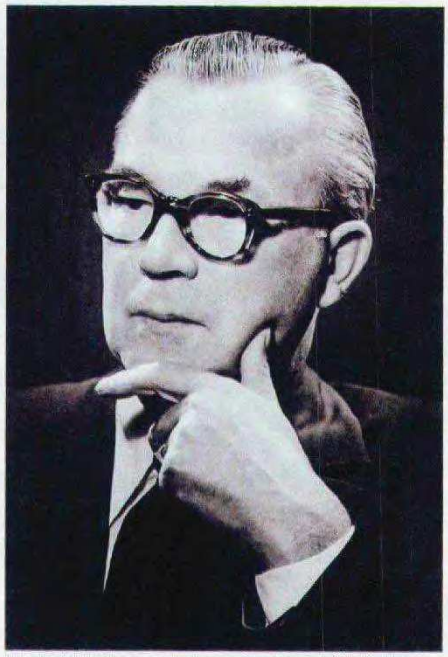
1946: The talented René Grau creates for Omega a series of veritable mini-masterpieces in the advertising art.

1948: The gifted sales manager **Adolphe Vallat**, who had already vigorously restructured the distribution network, considerably improves the brand's penetration by the launch of international advertising campaigns, presenting a uniform image in magazines such as *Reader's Digest*, *Life* and *Time*. The same themes are taken up at a national level by the general agents, then at the regional level by individual retailers.

A giant luminous watch (5.8 m high) installed in 1914 over the Kirby Beard department store, in the Place de l'Opéra, Paris.

1795. Plaque of Omega's dealers, 1928.

◄ Published in October 1947 in the Spanish edition of the *Reader's Digest*: the first advertisement of Omega's international promotional campaign.



Adolphe Vallat, Omega's sales director from 1924 to 1960. Mr Vallat personified for 35 years not only the Omega brand, but also Swiss watchmaking the world over.

One of Omega's first pilot shops, Zaragoza, Spain, 1958.

Venice, St Mark's Square, 1958.

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This enormous effort towards selective, focused and coordinated communication is such a success that the slogan *Omega a la confiance du monde* [The World has Learned to Trust Omega] survives until the seventies!

1954: Creation of the **International Warranty** and the **Omega World Service Organisation**.

1956: The majority (48%) of the readers of *Life International* vote for Omega as the world's number one watchmaker.

1958: The **pilot shop programme** is launched; its aim is to modernise the 200 most attractive Omega points of sale worldwide.

1964: Omega's distribution network extends to 159 countries.

1973: The company's 125th anniversary is marked by a grand **World Congress** for general agents, held in Montreux. With 1,300 participants from 70 countries, this international meeting is the biggest ever seen by the watchmaking industry.

1985: The Omega/SSIH sales subsidiaries are progressively incorporated within the SMH distribution network, and then within the Swatch Group (which covers 34 companies at the end of 2006).

As part of his strategy of renewal for the brand, Nicolas Hayek reorganises the Omega collection around five lines: *Constellation*, *Seamaster*, *Speedmaster*, *De Ville* and *Specialities*. Mr Hayek also introduces a just-in-time logistics system for sales management (1988) and injects the brand's communication policy with dynamism (1995).

1986: Launch of the advertising campaign *Significant Moments*.

1992: Launch of the advertising campaign *Omega, the Sign of Excellence*. Match Race Sailing regattas are sponsored and renamed the *Omega Grand Prix of Match Race Sailing*.

1994: Launch of the advertising campaign *Omega, the Link between the Past and the Future*.

1995: Revitalised by Jean-Claude Biver, Omega's new advertising associates the brand with the image of charismatic young leading personalities, both male and female, who affirm their choice of Omega watches: global stars from the worlds of sport, fashion and the arts, super talents such as top-model **Cindy Crawford**, actors **Pierce Brosnan** and **Daniel Craig** alias ***James Bond***, actress **Nicole Kidman**, tennis players **Martina Hingis** and **Anna Kournikova**, the fastest swimmers on the planet **Alexander Popov**, **Ian Thorpe** and **Michael Phelps**, the winner of the America's Cup **Sir Peter Blake**, solo yachtswoman **Ellen MacArthur**, golf stars **Ernie Els**, **Sergio Garcia** and **Michelle Wie**, as well as **Michael Schumacher**, the most titled champion in the history of Formula 1. Named *Choice*, this campaign became *My Choice* in 1997, *Choices* in 2003, and then *My Choice* once again in 2005.

Omega sponsors the golf tournaments on the Asian PGA circuit, which is renamed the **Omega Tour**.

The brand's watches appear on cinema screens the world over in *Apollo XIII* and James Bond's *GoldenEye*.

1997: In the film *Tomorrow Never Dies*, James Bond once again wears the *Seamaster Diver*, a watch water-resistant to 300 m.

1999: The third appearance of the *Seamaster Diver* on the wrist of James Bond in the film *The World is Not Enough*.

2000: Sponsorship of **Blakexpeditions**, founded by the New Zealand ecologist Sir Peter Blake, winner of the 1995 and 2000 America's Cups. Sir Peter is murdered in Brazil on the 6th of December 2001.

The world's first **Omega Flagship Store** is opened in Zurich. Similar stores follow in Cannes and Paris in 2001, Milan and Bangkok in 2002, and Hong Kong, Hamburg, and Munich in 2003. Dozens of others have since then been opened in some of the planet's most vibrant cities.

2001: Title sponsorship of golf's European Masters held in Crans-Montana; the tournament is renamed the **Omega European Masters**.

Centralised thanks to the new *Eulog* system set by Swatch Group (see 1985), the distribution of Omega watches to European retailers becomes even faster and more efficient.

2002: Fourth appearance of the *Seamaster Diver* on the wrist of James Bond in *Die Another Day*.

Guarantees are extended from one to two years.

2006: The fifth appearance of the *Seamaster Diver* on the wrist of James Bond, in *Casino Royale*.

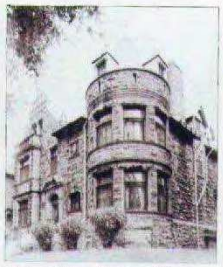
* * *

The World Service Organisation's logo (1954).

The *Mercurio d'Oro*, the Italian commerce award, won in 1965 by De Marchi, Omega's general agent, for the dynamism and efficiency of their sales network.

Omega's 125th anniversary, 1973: World Congress for general agents, held in Montreux. The winner of Omega's worldwide competition, Malaysian Poh Meng Liew, receives a cheque from the actress Ursula Andress on the 18th of June in the castle of Chillon.

► Ellen MacArthur and Anna Kournikova at the start of the Transat in Plymouth, the 31st of May 2004.


Omega House, Quebec, 1953.

Omega Center, Bangkok, 1966.

Les Ambassadeurs, Zurich, 1971.

Yachting: New Zealand sailor Sir Peter Blake (1948-2001).

Omega Tower, Tokyo, 1973.

Omega Boutique, Zurich, 2000.

Omega Boutique, Los Angeles, 2005.

Golf: The Omega European Masters of Crans-Montana.

►► In 2006, James Bond shows a new face with Daniel Craig, but remains faithful to his Seamaster Diver.

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A, as in Astronaut

1915: One of the first wrist chronographs "for aviators", engraved with the symbols of the British Royal Flying Corps (the ancestor of the RAF) is worn by **Lawrence of Arabia**.

1933: Official supplier to the Italian Air Force. In particular, Omega chronographs equip the crews of Marshall **Italo Balbo**'s hydroplanes for the famous Rome-Chicago-Rome expedition.

1937: Supplier of the wrist chronograph worn by the American pilot **Amelia Earhart** on her attempted flight around the world along the Equator.

1939: Official supplier to the pilots of the **RAF** in the Second World War.

1957: Creation of the famous ***Speedmaster*** wrist chronograph, equipped with the calibre 321 (the successor of the calibre 27 CHRO C12) designed at Lémania by Albert Piguet in 1942 and encased, or rather armoured, with a case designed by Pierre Moinat.

1962: NASA decides to equip astronauts on the future Gemini and Apollo programmes with the most precise, legible, resistant, and reliable wrist chronograph. It therefore purchases models from ten brands at the major retailer Corrigan's in Houston for evaluation. This is done in complete discretion, without the knowledge of any of the brands concerned.

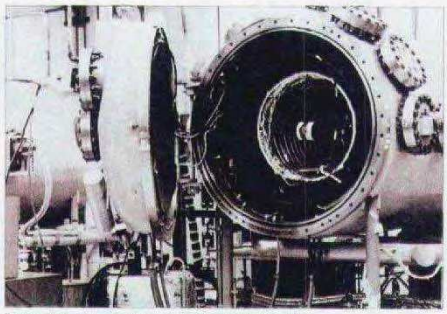
1964: Only six brands remain in the running. In September, NASA sends them a request to supply twelve pieces for a **final series of the strictest tests imaginable**. With the chronograph running, the watches are practically boiled for hours at 93°C, then frozen at - 18°C; they are plunged in oxygen for two days, exposed to violent shocks in all directions, placed in a vacuum chamber 15 consecutive times, compressed, decompressed, vibrated, etc.

1965: Such unforgiving treatment soon claims its victims among the competitors, who are all eliminated one after the other. Apart, that is, from the Omega, which withstands all the tests, even remaining largely within the set tolerance after testing, which was 5 seconds per day! As a result, on the 1st of March, **NASA chooses the *Speedmaster* as their official chronograph**, declaring it *flight-qualified for manned space missions*. It has its maiden voyage aboard Gemini 3, on the 23rd of March. However, its real moment of truth comes on the 3rd of June 1965, on Gemini 4, when it is worn in outer space during an extra-vehicular activity conducted by Edward White – a trip the *Speedmaster* withstands without a hitch!
From then on, the *Speedmaster* accompanies each American astronaut with total reliability on all space missions, including six lunar landings, from the Gemini programme to the current Space Shuttle programme, via Apollo and Skylab.

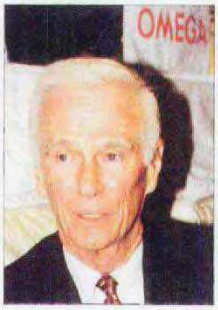
Italo Balbo, 1933

Amelia Earhart, 1937.

Albert Piguet, creator of the calibre.

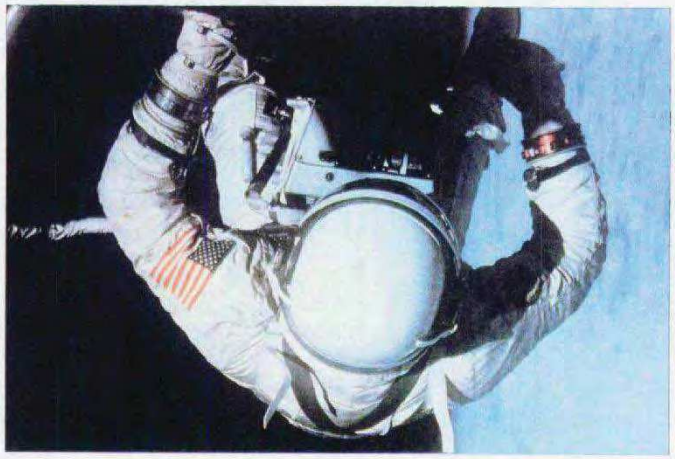


Tortured one by one (here at the temperature test)…



Eugene Cernan, astronaut of the last moon landing (1972) and Omega ambassador since 1995.

… the Speedmasters intended for the astronauts are all carefully certified right from 1965 (worn over the suit's sleeve) to today (sewn on the glove's cuff).



1968: The calibre 321 with a column wheel is replaced by the reliable and more efficient calibre 861 with a cam.

1969: On the 21st of July at 02:56 GMT, the magic moment when Neil Armstrong (*"One small step for a man, one giant leap for mankind"*), then Buzz Aldrin step onto our natural satellite, the *Speedmaster* enjoys the greatest moment in its history. It becomes **the first and only watch ever worn on the Moon** and is given its nickname the ***Moon Watch***!

The year 1969 also sees the **first solid gold version** of the *Speedmaster*, which is presented to all active astronauts at the time, and the launch of the GMT wrist chronograph ***Flightmaster***, produced especially for pilots.

1970: On the 17th of April, Omega makes an active contribution towards **rescuing the Apollo 13 mission**, which was on the brink of disaster after a fuel cell explodes on board. With the timing system down and all communications with Earth cut off, the astronauts have to trigger and control to within a fraction of a second the ignition and burn time of the rockets in order to return their capsule to safety. They time these crucial manoeuvres with unfailing reliability thanks to their *Speedmasters*… This lifesaving service earns Omega the **Snoopy Award**, NASA astronauts' highest distinction for external suppliers.

1971: The first ***Speedmaster Automatic*** is launched.

1972: The *Speedmaster* is chosen a second time by NASA, on the eve of the last moon landing.

1973: As a matter of urgency, Omega develops (in two weeks) an electronic on board chronometer to replace the faulty clock in the cartographic camera on the Skylab 4 mission.

The ***Speedmaster 125*** is launched to coincide with Omega's 125th anniversary. It is the world's first chronograph chronometer produced in series.

1975: The *Speedmaster* is on the wrists of both Americans and Soviets for the Apollo-Soyuz rendezvous on the 17th of July. From this moment, the *Speedmaster* is also part of the standard equipment issued to **Russian cosmonauts**.

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1977: The ***Speedmaster Quartz*** with an LED display is launched.

1978: The *Speedmaster* is chosen a third time by NASA in the run-up to the Space Shuttle programme.

1988: Launch of the ***Speedmaster Automatic "Reduced"***. Its dimensions are slightly smaller then the original hand-wound version.

1991: Ten *Speedmasters* orbit the Earth for three months (from December 1990 to March 1991) on board the Russian **MIR** space station. Engraved and dedicated, they are later offered to several heads of state. Thirty-five other pieces are subjected to the same weightlessness tests from July 1993 to July 1994.

1992: The 50th anniversary of the first chronograph calibre with a 12-hour counter is celebrated with the creation of the ***gold Speedmaster "Jubilee 27 CHRO C12"***, available in standard, chronometer, and, for the first time, skeleton versions.

1994: The 25th anniversary of the first moon landing is celebrated with the creation of a *Speedmaster* with the inscription ***"Apollo XI 1969-1994"*** engraved on the case middle.

1995: Launch of a *special Speedmaster* ***Apollo 13***, whose dial features the mission's badge in celebration of its 25th anniversary.

1996: Launch of the ***Speedmaster Automatic "Racing"***.

1997: Launch of the ***Speedmaster "Missions"*** collection, produced for the 40th anniversary of the first model, launched in 1957.

1998: The ***Speedmaster "X-33"*** is launched, a high-tech multifunctional electronic model with a hybrid display developed in conjunction with NASA astronauts, including Claude Nicollier, Russian cosmonauts and professional test pilots. Qualified by NASA for the next one hundred Space Shuttle missions, it is also the exclusive watch worn on board the MIR space station.

The ***Speedmaster "Replica"*** is launched on the occasion of the company's 150th anniversary. This model, inspired by the watch at the origin of this collection, is characterised by its distinctive arrowhead hands.

2000: Launch of the first ***Speedmaster Automatic "Ladies"*** models with diamond-set bezels and the ***Speedmaster Automatic Racing "Michael Schumacher"***, paying tribute to his third F1 world championship title. Four other versions follow: in 2002 (4th title), 2003 (5th title), 2004 (6th title), and 2005 ("The Legend").

2001: Launch of the ***Speedmaster "Rattrapante"*** and the ***Speedmaster "Broad Arrow"*** with a column wheel.

2002: Launch of the ***Speedmaster Professional "Last Man on the Moon"*** in celebration of the 30th anniversary of Eugene Cernan being the last man to leave his footsteps on the Moon.

2003: Launch of limited and numbered editions of the ***Speedmaster Professional "Snoopy Award"*** and the ***Speedmaster "Skeleton Moon Phase"***, commemorating respectively the award received by Omega in 1970 and the first model of 1957.

2004: Launch of the ***Speedmaster Professional "35th Anniversary Moon Landing"*** and the ***Speedmaster Professional "From the Moon to Mars"***.

2005: Launch of the ***Speedmaster Professional "First Space Walk"***, commemorating the 40th anniversary of the first American space walk. Launch of the ***Speedmaster Co-Axial Chronometer GMT "Broad Arrow XL"*** with an automatic chronometer-chronograph calibre equipped with a co-axial escapement. Launch of the ***Speedmaster Broad Arrow Co-Axial Rattrapante Torino 2006*** just prior to the Winter Olympic Games of Torino.

2006: Launch of the *Speedmaster* ***Apollo 15*** in celebration of the 25th anniversary of the eponymous mission, during which the lunar rover was inaugurated.

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Today more than ever, Omega is committed to continuing its heritage of innovation and building on its avant-garde watchmaking experience. Over a century and a half of innovations and experiments have taken the brand to the most remote places on Earth, from the furnace of the desert sands to the icy poles and to the enormous pressures of the oceans' depths, leading it to the most hostile environment imaginable: that of the vacuum of space and the surface of the Moon. And which tomorrow will undoubtedly take it even further…

The Snoopy Award, NASA astronauts' highest distinction for external suppliers.

Signing of the official protocol for the Apollo-Soyuz rendezvous (1975): the Speedmaster is on the wrists of both Americans and Soviets.

The Basel Fair, 14th of April 1994: the 25th anniversary of the first moon landing is the occasion of a discussion chaired, from left to right by: Nicolas Hayek, Neil A. Armstrong, Claude Nicollier (at the back), and Tom Stafford.

► Baikonur, the 1st of July 1993: The rocket Soyuz-T, with a four-meter high Omega logo, is about to take off to join the MIR space station.

OSA 000394

EXHIBIT 17

OMEGA AND THE WINTER OLYMPIC GAMES
A 74-YEAR PARTNERSHIP

As the giant OMEGA Countdown Clock in Vancouver approaches the minus one year point in its steady march toward the Opening Ceremony on the 12th of February, 2010, OMEGA's professionals are actively involved in preparations for the competition where, for the 24th time, the Swiss specialists will serve as Official Timekeepers at the Olympic Games. On the 12th of March, they will play the same role at the Paralympic Games.

At OMEGA's first timekeeping assignment for the Winter Olympic Games in Garmisch-Partenkirchen, Germany in 1936, a lone OMEGA technician brought 27 stopwatches which were used to time each event at the Games.

Seventy years later in Turin, OMEGA deployed 208 professionals – 127 timekeepers and 81 data handlers – armed with 220 tonnes of equipment.

Those numbers will be exceeded at the Vancouver 2010 Winter Olympic Games as OMEGA mobilises the largest timekeeping contingent in the history of winter sport.

OMEGA began its Olympic timekeeping tradition at the Los Angeles 1932 Olympic Games. In addition to its prominent Olympic role, OMEGA has been behind many of the most important technological developments in all of sports timekeeping.

The Games in Vancouver will take place over a 17-day period beginning on the 12th of February. More than 5,500 Olympic Games athletes and officials from more than 80 countries will make it the largest Winter Olympic Games ever. The Paralympic Games, for which OMEGA is also Official Timekeeper, start on the 12th of March and will continue for ten days. The Games' organisers anticipate that the Paralympic Games will attract 1,350 athletes and officials from more than forty countries.

Sustainability a key theme

As the cities of Vancouver and Whistler prepare for the Games, there is a lot of attention being paid to the philosophy of economic and environmental sustainability promoted by VANOC, the Vancouver Organizing Committee of the Olympic Games.

The Committee is doing its best to see that any changes made to the splendid local landscape will integrate smoothly into the community once the Games are over. While Beijing had such spectacular venues as the National "Bird's Nest" Stadium and the "Water Cube", VANOC is relying on providing facelifts to existing structures and to creating facilities which will serve the people of Vancouver and British Columbia long after the spectators and press have gone home. It can be argued that the natural splendour of British Columbia and the breathtaking beauty of Vancouver and Whistler would not be enhanced with the addition of large new purpose-built structures.

Accordingly, existing buildings are being adapted to the needs of the Winter Olympic Games and new ones have only been considered when it was clear that they would improve the quality of life for local residents following the Games.

The Vancouver 2010 Winter Olympic Games will attract an estimated three billion television viewers worldwide. More than 10,000 members of the press are planning to attend and it is projected that the vancouver2010.com website will be visited 75 million times.

Several new events considered – only one sanctioned

At the Vancouver 2010 Winter Olympic Games, the only new officially sanctioned event will be Skicross. Six other events were up for inclusion in the Games but were ultimately rejected by the IOC when members met in 2006 to vote on the sports being considered. Those which didn't make the cut were the biathlon mixed relay, mixed doubles curling, team alpine skiing, team bobsled and skeleton, team luge, and women's ski jumping. The last of these has been the most controversial and some supporters of women's ski jumping have protested to exclusion suggesting that it was based on gender discrimination. The IOC has justified the decision citing the low number of athletes and countries currently participating in the sport; the IOC's Executive Board noted that women's ski jumping has yet to be fully established internationally.

Vancouver 2010

OMEGA
OFFICIAL TIMEKEEPER

OMEGA AND THE WINTER OLYMPICS TIMING

No one knows yet which of the 80 or so nations participating in the Vancouver 2010 Winter Olympic Games will top the medals table when the competitions are over but one thing is certain: each medallist in every event at the Games will have had his or her results measured and displayed by OMEGA, the world's most successful sports timekeepers.

HIGHLIGHTS OF OLYMPICS TIMEKEEPING

Readers are referred to Craig Lord's excellent article, "A Brief History of Timekeeping" in OMEGA Lifetime and the book Great Olympic Moments in Time for more comprehensive coverage of this fascinating subject.

1932 was a defining moment in the history of sports measurement: OMEGA became official Olympic timekeeper at the Los Angeles Games in 1932, supplying 30 high precision chronographs, all of which had been certified as chronometers by the Observatory at Neuchâtel, for use across all sports. It was the chronographs' officially certified precision which convinced the Olympic Organizing Committee to select OMEGA for the Games. Official results were taken at fifths and tenths of a second.

1936 For the Olympic Games in Berlin, 185 chronographs were taken from Bienne to the German capital in a suitcase carried by 29-year-old OMEGA watchmaker Paul-Louis Guignard. At the Berlin Games, the great Jesse Owens (USA) memorably won four gold medals in the days when athletes dug their own starting holes with small shovels.

1948 OMEGA used the cellular photoelectric eye for the first time at the 1948 Winter Olympic Games in St. Moritz. Mobile and independent of the electrical network, it was water-resistant and could be adjusted to resist wide variations in temperature; its infrared technology was insensitive to the so-called parasitic reflection of the sun and flashes. For the first time, the timing system was triggered automatically when the starting gate opened.

For the Olympic Games in London, the British Race Finish Recording Co. Ltd developed the first photo-finish camera, dubbed the 'Magic Eye', with its continuous image and a recorded speed which could be modulated according to needs of the sport being practiced, from rowing to cycling.

vancouver 2010

OMEGA
OFFICIAL TIMEKEEPER

It worked in tandem with OMEGA timing equipment. It was at this Olympiad that machines began to out-perform human beings for accuracy.

1952 Capable from this point forward of showing hundredths of a second below the images of athletes crossing the finish line, the Racend OMEGA Timer succeeded the Magic Eye in 1949, and was renamed the Photofinish in time for the 1952 Olympics. The era of quartz and electronics had arrived, above all with the OMEGA Time Recorder, mobile and independent of the electrical network, which

allowed the results to be printed out on a roll of paper, winning OMEGA the prestigious 'Croix du Mérite Olympique'. Official times were now recorded to the nearest hundredth of a second.

1956 Starting gates were used for the first time in Alpine skiing at the 1956 Winter Games in Cortina d'Ampezzo, Italy. The start time was automatically triggered by an acoustic traffic-light signal, the buzzer timed to the red - yellow - green countdown. The most spectacular innovation was seen in the Melbourne pool at the Olympic Games: the Swim Eight-O-Matic Timer, the first semi-automatic timekeeping device for swimming, with digital display, allowed timekeepers to distinguish between two individual swimmers who finished at virtually the same time.

1960 A controversial result at the 1960 Olympic Games in Rome, the last Olympic competition timed by OMEGA to be resolved with a human-eye decision, triggered the next big innovation in the pool: automatic touch pads, also invented by the Biel-based manufacturer, which wouldn't, however, be competition-ready until 1967 for the Pan-American Games in Winnipeg.

1964 Invented in 1961, the OMEGAscope allowed the introduction of the concept of real time in televised sports reporting by superimposing luminous numbers on the bottom of the screen; it revolutionized timekeeping and left no margin for error because it was openly on display for millions of TV viewers. It was used at the 1964 Olympic Winter Games in Innsbruck, the first fully electronic Olympic Games. Never before had spectators beyond a venue been so quickly and well informed about events taking place elsewhere.

1968 'Integrated timing' was introduced at the Games in Grenoble and Mexico City, where automatic and electronic timekeeping was used for the first time, providing statistical analysis with results being fed to judges, coaches, media and, to some degree, the public. The birth of the photoprinter ensured that results were more rapidly and widely distributed than ever before. The concrete realization of modern timekeeping was a historic turning point for OMEGA.

The most talked-about technology was the touch pad in the pool which allowed the swimmer's own hand to stop the clock, eliminating the need for poolside timekeepers.

Also, a loudspeaker linked to the starting signal and placed behind each starting block meant that all swimmers would hear the start signal at the same moment. The Swim-O-Matic, successor to the Swim Eight-O-Matic, was accurate to the nearest thousandth of a second but it would not be until 1972 that the full potential of the system was put into practice - and then only for one race.

1972 Spectators in Munich witnessed the controversy of the first and only gold medal in the pool ever to be awarded on the basis of thousandths of a second which forced a change in rules. In the 400-metre medley, Gunnar Larsson, the double European champion from Sweden, and Tim McKee (USA) stopped the clock at 4:31.98. Officials then declared Larsson the champion: 4:31.981 to 4:31.983. Days later, the FINA rulebook was changed to declare that times would only be measured to a hundredth of a second.

1976 One of the most memorable moments came when Nadia Comaneci's perfect score of 10.0 appeared as 1.00 on the scoreboard which wasn't equipped to deal with a flawless performance - but everyone knew exactly what had just taken place.

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1980 The OMEGA Game-O-Matic, which calculated and displayed an athlete's ranking the moment he or she crossed the finish line, was used for the first time at the Winter Games in Lake Placid.

At the Olympic Games in Moscow, the new version of the Swim-O-Matic was a chronometer briefcase that weighted only 1.2 kg, compared to the whopping 150 kg of its 1976 predecessor.

1984 The Olympics in Los Angeles were the first to feature colour photofinish images whose paper prints signed by the athletes were highly prized. 1984 also saw the Olympic début of OMEGA's false-start detectors.

Timekeeping accuracy was responsible for the first shared gold in Olympic swimming history: Americans Carrie Steinseifer and Nancy Hogshead both clocked 55.92 seconds over the 100-metre freestyle.

1988 Calgary and Seoul were the first Olympic Games with computerised timekeeping, results and analysis stored in databases for posterity. The OMEGA video matrix board boasted colour images in Seoul.

1992 At the 1992 Winter Games in Albertville, speed skaters were treated to the OMEGA Scan-O-Vision system that digitally measured times to the nearest thousandth of a second as the skaters crossed the finish line. The system effectively photographed time by fusing time and continuous picture in a single document. This heralded a new chapter in the science of timekeeping.

1996 The Atlanta Olympic Games saw the inauguration of the first "global" Olympic timekeeping which realized, for each sport and every discipline, the timekeeping trilogy: timekeeping, data handling, and distribution of the results. Following the introduction of the OMEGAscope in 1961 and the integrated timekeeping at the 1968 Olympic Games in Mexico City, it represented the third major stage in modern timekeeping. Over at the sailing regattas in Savannah, the global positioning system (GPS) was one of 20 innovations that Swatch introduced in Atlanta. In athletics, acceleration and running speed were measured in sprint events, the data proving that the Olympic 100-metre champion Donovan Bailey was last out of the blocks but won by having the greatest acceleration, and the consistently highest speed to the finish line.

2000 saw the introduction of OMEGA's Live Timing at www.omegatiming.com. Within 15 seconds of a swimmer touching the pad, a complete set of splits, a ranking, and information on records was available to a global audience to read and download on the Internet. Technology allowed TV viewers to see a line across the picture that indicated how close athletes were to world records in some sports.

2004-2006 The radar gun, which had already been used at tennis events, made its debut at the beach volleyball events at the 2004 Olympic Games in Athens.

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At the Winter Games in Turin in 2006, transponders were strapped to the ankles of speed skaters so that timekeepers might capture a moment of sudden acceleration, the speed round a hairpin bend, the abrupt end to a challenge as a racer crashed to the ice.

2008 In Beijing, among the many improvements to the world of sports timekeeping were high-speed cameras along with new timing, scoring and false 'start systems. GPS systems and bib transponders were also used to great effect.

2010 AND BEYOND At each Olympic Games, OMEGA's timekeeping professionals refine and redefine the art and science of world-class sports timing. There's no doubt that they will continue to set milestones at the Olympic Games in Vancouver 2010 and London 2012.

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OMEGA is a company of the Swatch Group, the largest manufacturer and distributor of watches and jewellery in the world.

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PRESS

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19 November 2010

OMEGA EXPANDS BOUTIQUE NETWORK IN THE USA

Reflecting its strong belief in the resilience of the American economy, Swiss watchmaker OMEGA has announced that it will invest substantially in the USA, opening nine new boutiques in the fourth quarter of 2010 to be followed by around twenty more.

Founded in 1848, OMEGA has been dedicated to innovative watchmaking from its beginning – a commitment which has led to the creation of its Co-Axial caliber, generally acknowledged to be one of the world's best series-produced mechanical watch movements.

Creating new jobs in America
OMEGA president Stephen Urquhart said that the new Boutiques will support OMEGA's existing retail network in the US and added that in 2010 alone, the new stores would represent "an eight-figure investment and create many new workplaces in the U.S. retail environment."

OMEGA's long history in America
The brand has had strong American connections for a century. OMEGA was the timepiece of choice of aviatrix Amelia Earhart and first served in its long, ongoing role as Official Olympic Timekeeper in Los Angeles in 1932. President Kennedy wore an OMEGA watch at his inauguration in 1961 and the timepieces have long been seen on the wrists of celebrities and world leaders.

A spirit of adventure
And then, of course, there's the space program. The OMEGA Speedmaster was chosen by NASA to be worn by its astronauts in 1965 and it has been part of every NASA piloted mission since, including all six lunar landings. Speedmasters continue to be worn by the astronauts and scientists on the International Space Station.

More recently, OMEGA became a Main Partner in Solar Impulse, a project which aims to circle the globe in an airplane powered only by energy from the sun. The brand's contributions have included an instrument which indicates the plane's flight path and lateral drift as well as a lightweight landing light system. OMEGA president Stephen Urquhart said, "In the sixties, our energies were concentrated on getting to the Moon. Now, with our Solar Impulse partners, we are focused on harnessing the enormous power of the sun to help find viable ways to reduce the planet's dependency on non-renewable resources."

A global distribution strategy
OMEGA has been developing its sales network around its corporate flagship stores; the decision to open the new boutiques in the United States is a logical continuation of the strategy. OMEGA's boutique network already includes more than 60 stores at the world's best retail locations.

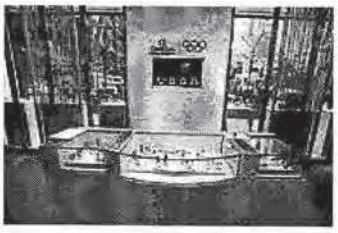
OMEGA president Stephen Urquhart said that the reception enjoyed by the brand's boutique on Fifth Avenue in New York City was one of the factors that suggested that the time was right for the company to expand its network in the United States. "There are a number of reasons for us to build up our network in the U.S.A. We are in a strong position thanks to our global success and we believe in America. We are confident that it is an ideal time to make this major commitment there."

OMEGA's entire product palette on display
Each of the new boutiques in the United States will, naturally, feature OMEGA's entire product range, including the four iconic watch lines Speedmaster, Seamaster, Constellation and De Ville as well as the company's selection of fine jewellery and leather goods.

The first of the new Boutiques will open on Michigan Avenue in Chicago in mid-November. It will be followed by stores in Pittsburgh, Jacksonville, White Plains, Hackensack, Scottsdale, Los Angeles, Seattle and Nashville.

Image gallery

Click to view full-size and additional information.



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OMEGA

Publication: The Week
Date: July 24, 2009
Product / Subject: Buzz Aldrin Wearing OMEGA
Frequency: Weekly
Circulation: 1,557,808

The *Eagle* has landed—barely

The success of the first attempted moon landing, 40 years ago this week, was hardly foreordained. In a new book, Buzz Aldrin recalls how close he and Neil Armstrong came to aborting the mission.

On the morning of July 20, 1969, Neil Armstrong and I floated to through the moon-bound that lofted Apollo 11's command module to its lunar module, the spacecraft in which Neil and I would descend to the lunar surface.

Three days earlier, I had entered the lunar module to check things out and prepare what would be Neil and my home on its moon-home for approximately 24 hours. The "LM," though a technological wonder, was the epitome of bare-bones construction. Because it had to be as light as possible, it was no frills inside. There were no seats or sleeping couches. Neil and I would sleep in multifoldable hammocks hung from the walls, and we would do the lunar landing while standing up, wearing our 21-inch pressurized suits and helmets. The small cockpit which we provided no more room than Apollo 11 did, but gave two crewmembers enough to maneuver our vehicle through a hundredth of a mile per second, determine course corrections, and make manual maneuvers on the moon's surface. On the day that Neil, our crew mate Michael Collins, and I launched, we were probably 40 percent certain that we would succeed in landing on the moon and 95 percent sure that we would make it home alive. We depended on those computers to work astonishingly well.

The three of us were on the far side of the moon, flying our LM orbit, when Mike announced that we were ready to commence landing. Until this point, our lifeline gone of spacecraft Eagle had been known as Apollo 11. Now, as we would tell the families to become two separate vehicles, the command module would take on the name picked by Mike, the Columbia, and the lunar module became Eagle. Mission Control and the world saw the Eagle.

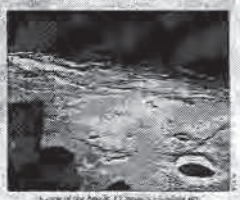
Mike waited to say what Houston wanted the instructions. As though he were backing a truck out of a loading dock, he pulled the "Columbia" away from the Eagle, swinging us with a thump.

"Okay, Eagle," he said. "You guys take over."

"Roger, Mike," Neil replied and put us casually.

More than two hours later, Neil and I were flying about eight miles above the lunar surface when the voice of astronaut Charlie Duke, communicating from Mission Control, pierced the static: "Eagle, Houston." Duke's voice, in his friendly Texas drawl, "It you're ready, you're as far powered descent."

Neil nodded. Inside my helmet, I grinned. In 13 minutes we were going to set the Eagle down for a landing within my own colony.



A copy of the Apollo 11 mission's landing site

Oddly, what Neil didn't the moon's to ignore the distant horizon, we could barely tell any difference in the orange plume projecting from our engine into the black sky below us. Had we run into the chasm on the moon's pace in hope of us, we might not have even known that the engine was shooting at downward. But downward we were going, and to stay, too.

Five minutes into our powered descent, everything was looking good. Suddenly, though, an alarm flashed on the screen in front of us.

"Program alarm!" Neil said instantly. Even with our relative velocity slowing to the speed of light, there was a fraction-of-a-second delay in our communication with Earth, meaning that Charlie obviously responded immediately.

"It's a twelve-oh-two," Neil added.

"What is it?" We had seen here a 1202 alarm in our simulations, and in the middle of our crucial landing maneuvers, we weren't about to take on the thick manual on alarmists we had brought along. To Houston, Neil said, "Give us a reading on the twelve-oh-two program alarm."

"Twelve-oh-two," I repeated, in the same accent in front of our mike. We were now at 33,000 feet, but a time to have our landing days disappear. Neil and I exchanged close looks. Something is wrong our guidance computer to have different handling the phantom alarm of 40 tons is coming into it from the landing radar.

Neil and I were thinking about abort mode, we didn't want to get too close and have to turn back. On the other hand, the alarm was temporary. Even if we succeeded in landing without the aid of the computer, the malfunction could prevent us from blasting off the moon and making our rendezvous with Mike the next day. We demanded on the computer that would be even greater.

With we grappled silently with this predicament, we continued descending toward the moon, the large red arrow indicator showing landing is three or so. Further Neil or I for the beacon, the Eagle would instantly blast back up toward Columbia, and America's attempt to land on the moon would be dubbed a failure.

"Roger," Charlie's voice broke through the static. "We've got time ... we're go on that alarm." Even from 250,000 miles away, I could hear the stress in Charlie's voice. Yet his words—the experts in Mission Control judged the computer problem an "acceptable risk"—reassured the mission. There was no time for discussion, we could only trust that Mission Control had our best interests at heart. "To the hundreds and hundreds of people who had helped get us here, nobody wanted to abort the mission. But at that point we knew that Mission Control would not permit us from continuing. Once again, behind we landed, NASA keep information from Buzz had gone dinner with Neil, Mike, and me to the crew quarters. "If you have to abort," he said, "I'd rather you fly the next moon landing flight. You don't get killed."

Just as I was getting over my concerns about the low alarm, another 1202 alarm appeared on the display. I felt a shot of adrenaline surge through my system.

At Mission Control, 36-year-old Steve Bales was the expert in the LM guidance systems. When the alarms started flashing in

the Eagle, they showed up on Steve's computer as well. Even if Steve didn't know the source of our problem, he did know that the computer was programmed to ignore the data causing the overload which is of the more important computations necessary for landing. Or so he hoped.

In any case, he had little time to think when mission flight director Gene Kranz called out to him by the accelerator "Steve, hold as problem or abort." "HOLD!" Are you happy?"

Even glad to his computer screen, Steve called back, "Go!"

Aldrin atop the lunar module, July 20, 1969

At about 1,000 feet, Neil began a visual search, looking for a good spot to land. My gaze, meanwhile, was glued to the panel in front of me. With the dropping in radar information, it was clear that Neil required accurate altimeter readings. Moreover, our fuel levels were becoming a concern.

Neil was not happy with what he saw as we headed to our designated landing site.

"Seven-fifty, coming down at 23," I said, hoping Neil knew that we were at more 750 feet above the surface and descending at 23 feet per second.

"Okay," Neil said. "Pretty rocky over ..."

"Six hundred, down at 19."

Neil had made up his mind. "I'm going to ..."

He didn't have to finish his statement. I knew that Neil was taking over manual control of the Eagle. Good thing, too, since our computer was leading us into a boulder-filled area with large boulders. Neil made a split-second decision to the Eagle to go further than we had planned, to search for a safer landing area.

"Okay, 400 feet." I let him know, "Down at rate." Then, for the first time, I added, "Fuel—eight minutes."

"No problem," Neil responded, but I could tell by the tone of his voice that he was seriously concerned with the situation. I started to be concerned about our fuel. It

"Same feet, down two and a half," Neil had slowed our descent. "Forty feet ... Picking up some dust."

We were moving over the lunar surface like a helicopter coming in for a landing, but we were now to what we sometimes referred to as the "dust zone." If we ran out of fuel at this altitude, we would crash into the moon before our rocket engine could push us back into space.

"Thirty seconds," Charlie said, the nervousness evident in his voice. Neil slowed the Eagle even more, searching searching.

Then I saw—the shadow of one of the three footpads that had touched the surface. Although our engine was still running and the Eagle was hovering, a probe had touched the surface.

"Contact light," I said.

Neil and I looked at each other with a stolen glance of relief and immense satisfaction. The LM settled gently, and we stopped moving. "Shutdown," I heard Neil say.

It was 4:17 p.m. (EDT). We had less than 20 seconds' worth of fuel remaining, but we were on the moon.

"We copy you down, Eagle," Charlie Duke said.

I had already turned my focus to completing a flight checklist, but I paused now, and for the first time glanced out my window. The moon's pock-marked terrain, which now for the first time in an extraordinary human lifetime, stretched out as far as I could see.

At that moment, Neil did something that really surprised me. "Houston," he said calmly, "Tranquility Base here. The Eagle has landed."

"We made it!" I exclaimed, thinking of I didn't want to seem amazed.

Excerpted from Magnificent Desolation: The Long Journey Home From the Moon ©2009 by Buzz Aldrin. Published by Harmony Books, a division of Random House, Inc.

Sources

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July 24, 2009 Volume 9 Issue 442

EXHIBIT 18

ATTORNEY DOCKET NO. K655, K654

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

OMEGA S.A. (OMEGA AG) (OMEGA LTD), Opposer, v. ALPHA PHI OMEGA, Applicant.	Mark: ALPHA PHI OMEGA and design Opp. No.: 91197504 (Parent) Serial No.: 77950436
OMEGA S.A. (OMEGA AG) (OMEGA LTD), Opposer, v. ALPHA PHI OMEGA, Applicant.	Mark: AΦΩ Opp. No.: 91197505 (Child) Serial No.: 77905236

OPPOSER'S SUPPLEMENTAL RESPONSES TO APPLICANT'S FIRST SET OF INTERROGATORIES

Opposer Omega SA (Omega AG) (Omega Ltd.) (hereafter, "Opposer"), hereby serves its responses and objections to Applicant's First Set of Interrogatories pursuant to Rules 26 and 33 of the Federal Rules of Civil Procedure.

PREAMBLE:

Opposer, with Applicant's consent, moved to consolidate Opposition Nos. 91197504 and 91197505 on February 19, 2013. One February 28, 2013, while the Motion to Consolidate Related Proceedings was pending, Applicant served Opposer with two sets of discovery requests,

of the retail locations where its products and services sold. See OSA000029-218. Opposer also identifies OMEGA boutiques are located at the following addresses: 909 North Michigan Avenue, Chicago, IL 60611, 390 Hackensack Avenue, Hackensack, NJ 07601, 4663 River City Drive, Jacksonville, FL 32246, 8500 Beverly Boulevard, Los Angeles, CA 90048, 2126 Abbott Martin Road, Nashville, TN 37215, 711 Fifth Avenue, New York, NY 10022, 1000 Ross Park Mall Drive, Pittsburgh, PA 15237, 7014 East Camelback Road, Scottsdale, AZ 85251, 411 University Street, Seattle, WA 98101, 125 Westchester Avenue, White Plains, NY 10601. In addition, Opposer also sells sports timing apparatus, instruments and installations through a third party.

INTERROGATORY NO. 3

Itemize on an annual basis the unit and dollar volume of all sales in the United States prior to 1925 of any product sold under the marks upon which this Opposition is based.

ANSWER

Opposer incorporates by reference its General Objections, as if fully stated herein. Opposer specifically objects that this interrogatory is not reasonably tailored to lead to the discovery of admissible evidence. Opposer further objects that this Interrogatory is not relevant to the instant proceedings. Opposer objects that this Interrogatory is overly broad and unduly burdensome to the extent it seeks information that is not reasonably limited in durational scope. Notwithstanding and without waiving the foregoing objections, and limiting its response to a reasonable durational scope, Opposer will make documents available that are responsive to this interrogatory.

SUPPLEMENTAL ANSWER

Opposer incorporates by reference its General Objections, as if fully stated herein. Opposer specifically objects that this interrogatory is not reasonably tailored to lead to the discovery of admissible evidence. Opposer further objects that this Interrogatory is not relevant to the instant proceedings. Opposer objects that this Interrogatory is overly broad and unduly burdensome to the extent it seeks information that is not reasonably limited in durational scope. Notwithstanding and without waiving the foregoing objections, and limiting its response to a reasonable durational scope, Opposer has produced responsive documents. See OSA002802; OSA002853-2859; OSA002861. Opposer reserves its right to supplement its response to this Interrogatory.

INTERROGATORY NO. 4

Describe in detail and itemize on an annual basis the extent of any advertising or other marketing efforts in the United States prior to 1925 of any product being advertised or marketed under the marks upon which this Opposition is based.

ANSWER

Opposer incorporates by reference its General Objections, as if fully stated herein. Opposer specifically objects that this interrogatory is not reasonably tailored to lead to the discovery of admissible evidence. Opposer further objects that this Interrogatory is not relevant to the instant proceedings. Opposer objects that this Interrogatory is overly broad and unduly burdensome to the extent it seeks information that is not reasonably limited in durational scope. Notwithstanding and without waiving the foregoing objections, and limiting its response to a reasonable durational scope, Opposer will make documents available that are responsive to this

interrogatory.

SUPPLEMENTAL ANSWER

Opposer incorporates by reference its General Objections, as if fully stated herein. Opposer specifically objects that this interrogatory is not reasonably tailored to lead to the discovery of admissible evidence. Opposer further objects that this Interrogatory is not relevant to the instant proceedings. Opposer objects that this Interrogatory is overly broad and unduly burdensome to the extent it seeks information that is not reasonably limited in durational scope. Notwithstanding and without waiving the foregoing objections, and limiting its response to a reasonable durational scope, Opposer has produced documents that are responsive to this interrogatory. See OSA002803-2826; OSA002848. Opposer reserves its right to supplement its response to this Interrogatory.

INTERROGATORY NO. 5

Identify by date, and describe in detail the source and nature of any media attention received in the United States prior to 1925 relating to any product marketed in the United States under the marks upon which the Opposition is based.

ANSWER:

Opposer incorporates by reference its General Objections, as if fully stated herein. Opposer specifically objects that this interrogatory is not reasonably tailored to lead to the discovery of admissible evidence. Opposer further objects that this Interrogatory is not relevant to the instant proceedings. Opposer objects that this Interrogatory is overly broad and unduly burdensome to the extent it seeks information that is not reasonably limited in durational scope. Notwithstanding and without waiving the foregoing objections, and limiting its responses to a

Trademark Rules, that Applicant is seeking information beyond Opposer's knowledge and that Applicant is attempting to obtain discovery which is irrelevant to the instant proceeding and not reasonably calculated to lead to the discovery of admissible evidence.

Respectfully Submitted
As to Objections,

By: Oren Gelber

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Counsel for Opposer Omega SA (Omega AG) (Omega Ltd.)

Date: June 13, 2013

CERTIFICATE OF SERVICE

I, Edie Garvey, hereby certify that I caused a true and correct copy of Opposer's Supplemental Responses To Applicant's First Set Of Interrogatories to be served upon the following, via first class mail, postage prepaid this 13th Day of June, 2013.

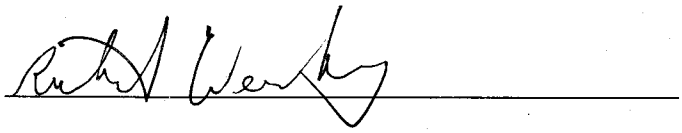
Stites & Harbison PLLC
400 W Market Street, Suite 1800
Louisville, KY 40202-3352
Attention: Jack A. Wheat, Esq.

Edie Garvey

REDACTED

REDACTED

CERTIFICATE OF SERVICE

I, Richard Weinberg, hereby certify that a copy of the foregoing **Opposer's Opposition to Applicant's Motion for Summary Judgment** was served by First Class U.S. Mail, postage prepaid on this 21st Day of May, 2015 upon

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