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

Proceeding	92046820
Party	Plaintiff Swatch AG
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Submission	Motion for Summary Judgment
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Signature	/Jenny T. Slocum/
Date	03/31/2010
Attachments	SWAT Exhibits 39 - 49.pdf ( 49 pages )(4755295 bytes )

# EXHIBIT 39



## Swatch's Celeb-Studded Makeover

Posted By Tasha M. Gordon-Solmon on November 13th, 2009

**Swatch:** plastic relic of the eighties or luxury accessory of the future? On Thursday, the Swatch Group re-launched its 6 billion dollar empire at its remodeled Flagship store in Time Square. DJ Mel DeBarge provided the music for guests that included Michelle Trachtenberg and host Kelly Osbourne.

Osbourne introduced Swatch Group CEO Madame Arlette-Elsa Emch (say that five times fast) in a ribbon cutting ceremony. Osbourne called herself "a child of the eighties", but was dressed like she was straight out of the twenties (minus the tattoos covering her arms). Osbourne brought her puppy (Sid, a Pomeranian) and Dancing with the Stars co-stars Max Chmerkovskiy (who showed up with unidentified leggy blonde) and Louis van Amstel.

When Van Amstel kindly took puppy Sid off of Kelly's hands for a bit, one eager (and misguided) columnist confused him for Kelly's publicist. "I am her dance partner," he responded. Oops! When I asked why he was watch-less, he said he didn't want to hit Kelly while they were dancing. By the end of the party, someone had persuaded him to sport a chunky silver automatic, but I'm sure he'll take it off for practice.

Also on hand were artists who have designed special collections for the new Swatch. Billy the Artist (First name: Billy, last name: Artist. "The" is just a nickname.) and his watches looked like they had been plucked from

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Swatch's original launch party 25 years. Between interviews for Vogue and Rolling Stone, the East Village based artist has been jet-setting from Madrid to the Hamptons to Athens to paint large scale murals, attend fashion week celebrations and do whatever it is people with the last name Artist do.

Matthew Langille seemed as comfortable posing for the paparazzi as he was checking his own pics on his digital camera. The cartoony kittens and monsters on his watches looked like they were straight out of children's books, but don't let that—or the fact that he looks 12—fool you. The prolific young designer has worked for Marc Jacobs and SIGG (the Swiss water-bottle company that has a permanent collection at MOMA).

I had the chance to sit down with Madame Arlette-Elsa Emch, the reserved blonde CEO of Swatch, who also looks happens to look like Swiss royalty. In her new post for less than a year, she has been hard at work overseeing the rebranding operation. She is also the proud owner of over 100 watches. Emch previously ran Swatch prestige brand Léon Hatot and cites Jaquet Droz and Blancpain and Breguet as other Swatch Prestige favorites. She also prefers watches with interesting movement. "For me," she explained, "it's not only the outside which is important, but the inside."

She singled out a Breguet Tourbillon if you're looking for a classic luxury piece. For those of us who aren't watchophiles (My name is Tasha and the last watch I owned had a picture of Cinderella on it.), the tourbillon (French for "whirlwind") was invented at the turn of the 18th century to counter the effects of gravity when a watch is rotated. These days, tourbillon technology is just there to look pretty, like a really old, platinum typewriter, mounted on top of a macbook. That costs \$130,000.

Swatch is also debuting a new watch, the Diaphane One Turn 2 Her. Only fifty of the \$13,500 limited edition watches will be made. They feature 43 diamonds (1.5 carats total) and a white alligator leather strap. There is a male version called the Turn 2 Him.

I asked Emch, a former journalist, what question she would like to be asked, and she responded, "Is it [still] hard for women to be on top?" "Yes, yes and yes" the leader of the Forbes Global Fortune 2000 Company continued. "We have a long way to go, the battle is not totally won." Her eyes lit up as she spoke of efforts throughout her career to bring female colleagues to the top echelons of business with her.

When I asked the authority on time whether she preferred to be fashionably late, on time or early, Emch's immediately response was "early". But is it too late for this eighties brand to make a comeback? Only time can tell.



Kelly Osbourne arrives



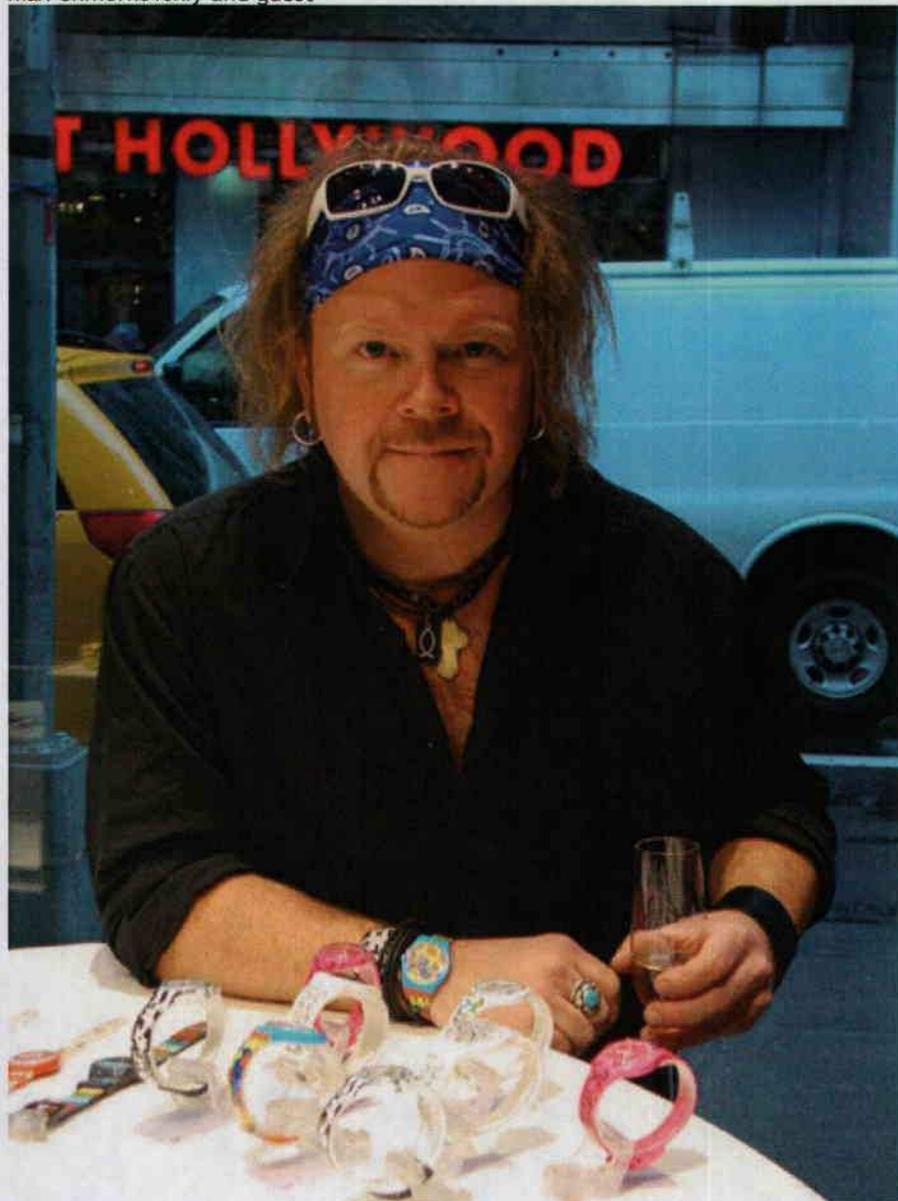
Kelly Osbourne and Louis Van Amstel



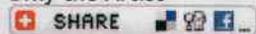
Michelle Trachtenberg and Madame Emch



Max Chmerkovskiy and guest



Billy the Artist



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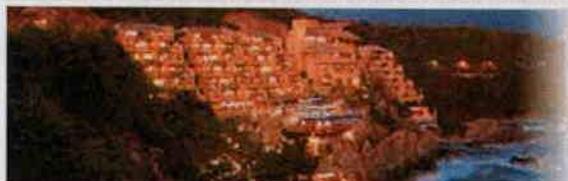
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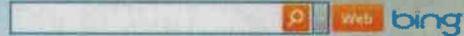
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## Swatch Announces New Swatch Smart Watch That Delivers Exclusive Entertainment Information and More Via Microsoft's MSN Direct Service

"Paparazzi" Offers Free Content and Chance to Meet Celebrities

**NEW YORK and BIEL, Switzerland, Oct. 20, 2004** — Swatch, the innovative, trend-setting watch brand from Switzerland-based Swatch Group, the leading global watch corporation, has joined with MSN® Direct, a division of Microsoft Corp., to launch a stylish and colorful new watch known as Paparazzi. With four new multicolored styles, Paparazzi offers wearers exclusive entertainment information and the opportunity to meet celebrities. In addition, Paparazzi owners can access the MSN Direct service to receive personalized information, including news, sports, weather, horoscopes, stock quotes and more.

The velvet rope just disappeared for Swatch Paparazzi wearers. They will be in the know before everyone else thanks to Swatch City, new, specialized content from Time Out on hot bars, cool clubs, hip locales and free events around town. Also unique to Swatch Paparazzi is the opportunity to register to win a Swatch Meet A Celebrity package.

Swatch Paparazzi offers consumers the chance to meet a celebrity from the worlds of business, sports, music and film. The Swatch Meet sweepstakes unfolds over the next six months and is available to buyers and nonbuyers of the Swatch Paparazzi alike. The first celebrity meetings featured in the Swatch Meet sweepstakes include a tour of the Consumer Electronics Show (CES) in January 2005 with Microsoft Chairman and Chief Software Architect Bill Gates; a training session with Olympic Gold Medalist Carl Lewis; and a visit to the set of "The OC" with star Mischa Barton. More information about Swatch Meet is located at <http://www.swatch.com>.



Nick Hayek Jr. (left), CEO of Swatch Group, and actress Mischa Barton join Microsoft Chairman Bill Gates to model the new "Paparazzi" watch line, which can access MSN Direct. New York, Oct. 20, 2004. [Click image for high-res version.](#)

Swatch Paparazzi represents the first Swatch Smart Watch offering automatic content out of the box. The following content is available to every Swatch Paparazzi buyer upon purchase: Swatch City, which offers entertainment news and national news headlines; local weather high and low temperatures; major stock indexes; Swatch Meet; and Swatch News, which relates brand happenings.

"Communication is very powerful. The information you share is one part and the way you communicate it is the other. Swatch Paparazzi offers a lifestyle of communication that is original and fun -- clearly a plus for the wearer," said Nick Hayek Jr., CEO of Swatch Group.

### MSN Direct: Sophisticated Technology

MSN Direct offers Paparazzi wearers the ability to personalize channels of information including news, sports, weather, horoscopes, personal messages, calendar appointment reminders, stock quotes, lottery information and more. Subscribers to MSN Direct choose only the information they wish to receive on their watch by visiting the MSN Direct Web site at <http://www.msndirect.com>. Since MSN Direct was launched at CES in January, the amount of content offered by the service has doubled, and subscribers can choose from a range of pricing options to best fit their needs.

"The introduction of the Swatch Paparazzi watch represents a milestone for Smart Watches and MSN Direct. We are thrilled to work with an industry leader like Swatch to offer specialized content and stylish watches specially tailored for Swatch customers," said Bill Mitchell, corporate vice president of the Mobile Platforms Division at Microsoft.

### Swatch Meet

Of all the functions provided by Paparazzi, perhaps the most evocative is the opportunity to

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- [MSN Direct Web site](#)
- [MSN Web site](#)

#### Other Resources:

- [Swatch Web site](#)

meet a celebrity. Through the Swatch Meet sweepstakes, wearers can register to win the chance to spend time with one of four celebrities representing the worlds of business, sports, music and film. The sweepstakes is scheduled to start Oct. 20 and will run for six months. One winner every six weeks will be selected at random and flown to meet the celebrity of the month, courtesy of Swatch.

#### About Swatch Paparazzi

The Swatch Paparazzi is available in four vivid colors including orange, red, black, and a blue and beige combination, and all sport an adjustable silicon strap. The traditional Swatch plastic case comes in a new chunky design and an extra-large size. Five function buttons recessed into the case allow the wearer to navigate and control the watch functions. The Swatch Paparazzi is waterproof and comes with a lithium-ion rechargeable battery and a two-year warranty. Swatch Paparazzi retails for \$150 at all 40 Swatch stores and is available online at <http://www.swatch.com>.

#### About MSN Direct

MSN Direct, part of the Smart Personal Objects Technology Initiative, is a specialized wireless service that combines technology and fashion to deliver customized and personalized information to people. Those interested in learning more about MSN Direct can visit <http://www.msndirect.com>.

#### About Swatch

Swatch is a member of the Swatch Group, the world's largest watch producer and distributor, with over 157 production sites in Switzerland. The Swatch Group is the official timekeeper and data-handling operator for the Olympic Games in Athens, Turin, Beijing and other cities.

#### About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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#### Watch Information

Brand Name:	Smith & Wesson
Model number:	SWW-45
Part Number:	SWW-45
Item weight:	1.6 Ounces

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\$40.99

### Product Features

- Electronic Backglow for Night Vision
- Rotating Bezele and Luminous Marking
- Water Resistant to 30 meters/90 ft.
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- Lithium Battery

### Product Description

#### Product Description

Smith & Wesson S.W.A.T. Watch Back Glow Rubber Band - Smith & Wesson SWW-45

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**ASIN:** B000BM54DK

**Item model number:** SWW-45

**Average Customer Review:** ★★★★★ (1 customer review)

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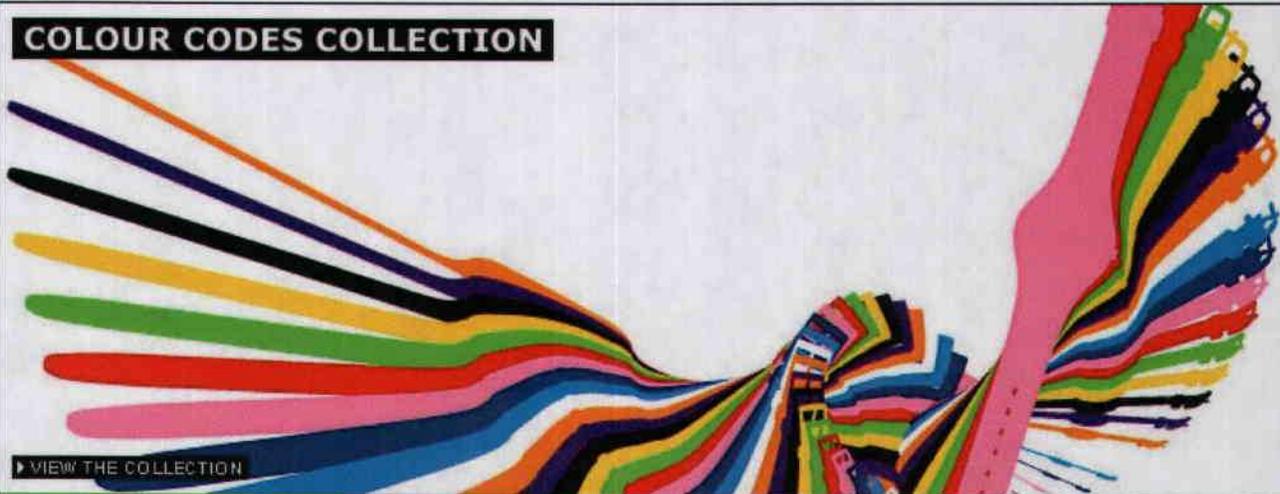
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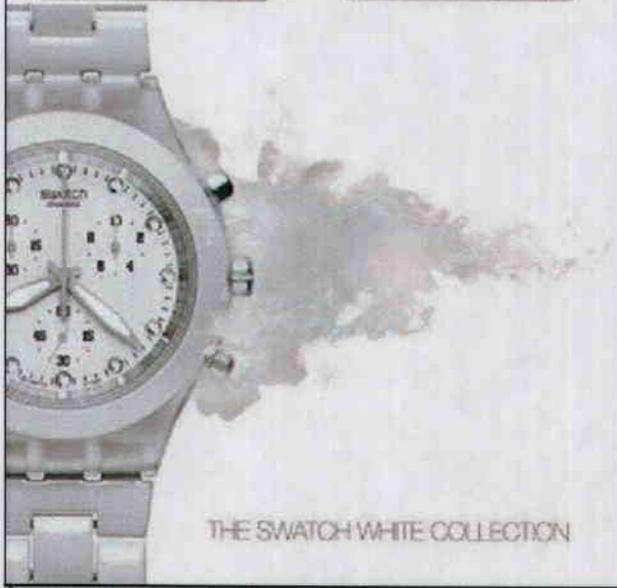
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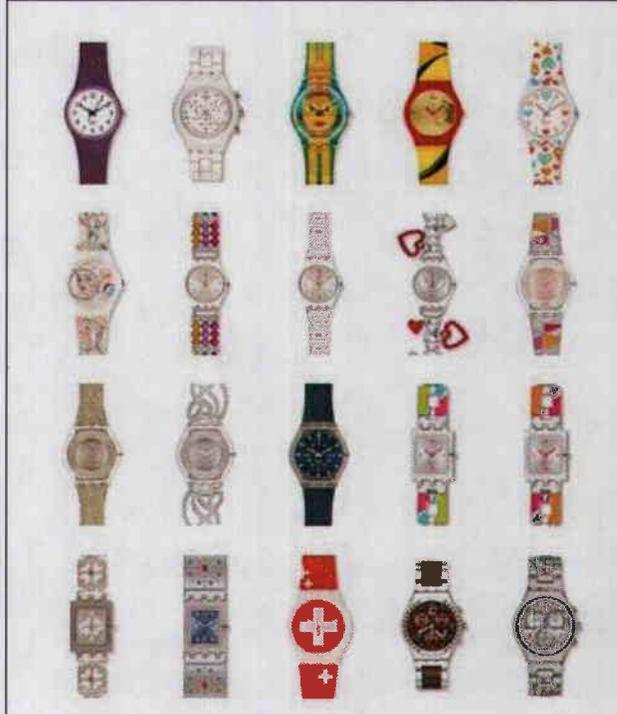
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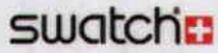
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# New Shape Inspires Kelly Osbourne's Wardrobe

By Debra Lewis Boothman

Monday November 16, 2009 12:00 PM EST



Kelly Osbourne  
Dana Kushner/NE

Kelly Osbourne is on Cloud Nine – and not just because she beat out Aaron Carter to advance to the semifinals of *Dancing with the Stars*.

"I am wearing a size two," the pixie-haired blonde, 25, told PEOPLE last week at Swatch's 26th charity anniversary party in Times Square.

Her newly slim body even caused a fashion emergency just hours before the event.

RELATED: Kelly Osbourne Bounces Back From 'Beige'

"My mum went shopping for me because I didn't have time and she bought back everything in a size four," say the *DWTS* star. "I was like, 'Mum, none of it fits. What am I going to do?' I had to get up so early this morning and go shopping before even heading to practice with Louis [van Amstel, her dancing partner on the show]."

But the best part of being fit and less-than-full-figured? The fact that her fiancé, Luke Worrall, doesn't notice a change at all.

"You know what is so special about Luke?" she says. "Even though I have lost weight, he doesn't even see it. It's not about that [weight] with him. I go, 'Luke, look at how much weight I have lost.' And he goes,

'You look the same to me.' You know, when you love someone, I don't think you notice that [weight]."

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# EXHIBIT 46

Page Six Magazine



CHANGE STARTS WITH A GIRL

Features

Heidi Klum Talks Seal, Karl Lagerfeld, and Project Runway

With the sixth season of Project Runway riding high in the ratings, Heidi Klum is proving to be sexier—and more outspoken—than ever. She opens up about family life, fighting her way to the top of the industry—and the moment Karl Lagerfeld inexplicably slagged her off.

By Alison Prato



Photo: Rankin  
DRESS: BY Thomas Wylde (\$860)

In June, fashionistas everywhere dropped their jaws when Karl Lagerfeld, creative designer for Chanel, Fendi and his own label, slammed supermodel Heidi Klum and her husband Seal, hissing, seemingly out of the blue, "I don't know her. Claudia [Schiffer] doesn't know her. She was never in Paris. We don't know her." As for Seal, Karl sniffed, "I am no dermatologist, but I wouldn't want his skin. Mine looks better than his. He is covered in craters." Considering that Heidi is well-behaved, well-liked and infinitely less scandal-prone than scads of her industry peers (from Kate to Naomi), most people were floored, wondering, "What's up Lagerfeld's bony ass? What did she ever do to him?"

Heidi has never publicly discussed the drama—until now. Sitting in the lavish drawing room of Tribeca's hip Greenwich Hotel, riding high on the success of the sixth season of Project Runway, which drew a record-breaking 4.2 million viewers with its premiere episode, she looks puzzled and a bit hurt. "I don't know why he said that," she says. "Maybe he wanted to be in the paper? Maybe he doesn't understand what I do? It's bizarre to me that he says he doesn't know who I am because he's dressed me in the past. I've

worn Karl Lagerfeld. Not even Chanel—his line. Lagerfeld doesn't just send random things everywhere, so it was a big thing for me [to wear his label] to the CFDA Awards a few years ago. I don't know how he missed that, when he dressed me that time. But you know, it's cool. People can say whatever they want to say. You can't please everybody, and you can't live your life wanting to please everybody either."

Lounging in an armchair on this sunny, Saturday morning, Heidi is a living example of the who-cares-what-people-think mantra. For one, she is not wearing a lick of makeup. Not. One. Lick. Her lips, sans gloss, are slightly chapped. Her blonde hair is sopping wet and parted down the middle. Lastly, she's talking about her cankles. Wait a sec—Heidi Klum, the German sensation whose stems are insured for \$2.2 million, has cankles!?

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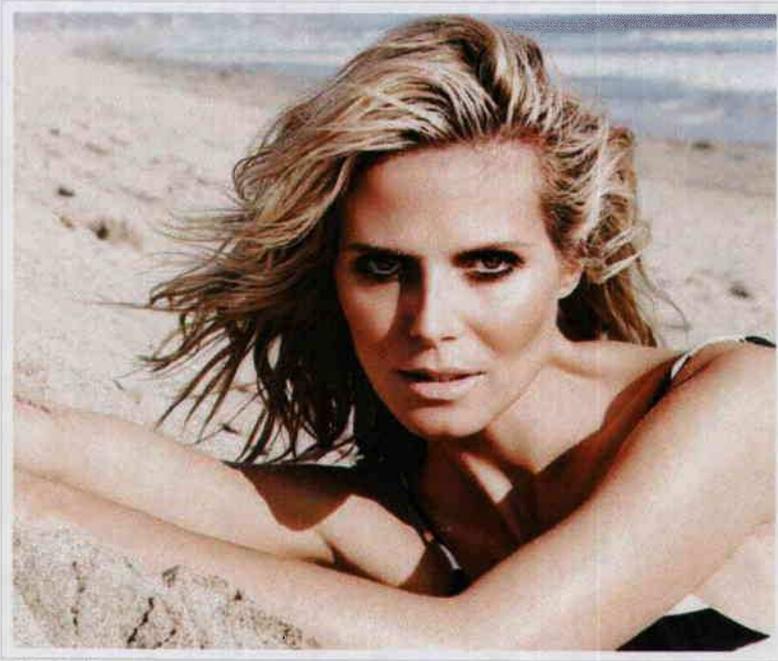
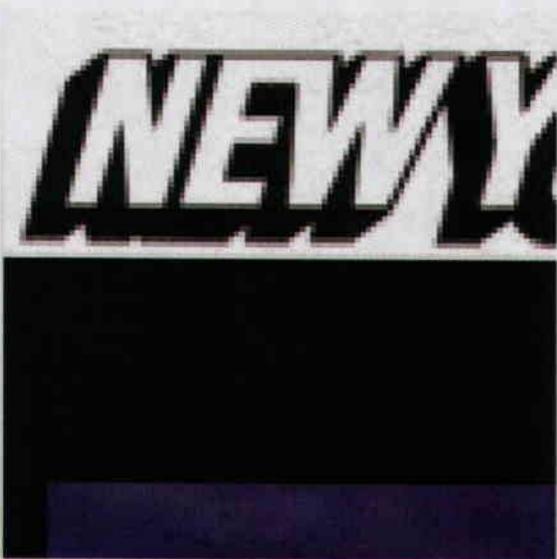


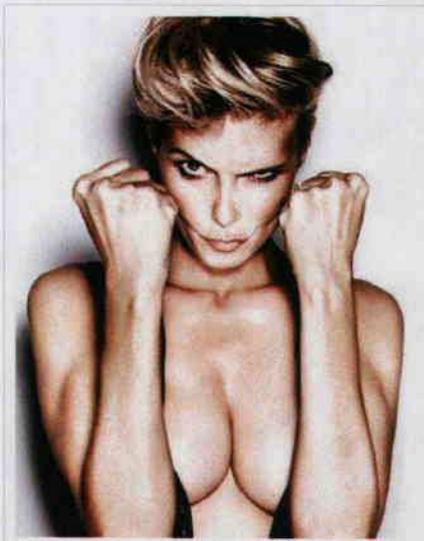
Photo: Rankin

DRESS: BY A.L.C. (\$475)—similar styles available at [barneys.com](http://barneys.com)

That catty bitch Lagerfeld would have a field day with this juicy revelation.

"Look!" Heidi says, pointing to her leg. "I've got a spider vein! It's probably from the weight, right?" Heidi is pregnant with her fourth child, a second girl due in October, and she's half-lamenting, half-joking about the changes her body has endured. "It's hard when you don't fit in your things anymore," she continues. "The last month is unbelievable, how rapidly your stomach goes. It's huge. The thighs, the butt—everything explodes in the end. But it's bizarre. Just as it's a miracle that you can grow a human being in your belly, it's a miracle that your body goes back to normal again. I don't think you ever get back to exactly the way you were, but you do get close. And I'm happy with that. Especially when you see your kid for the first time." (And she probably won't have trouble losing the baby weight: In 2005, she notably donned the Victoria's Secret angel wings less than two months after giving birth to her second child.)





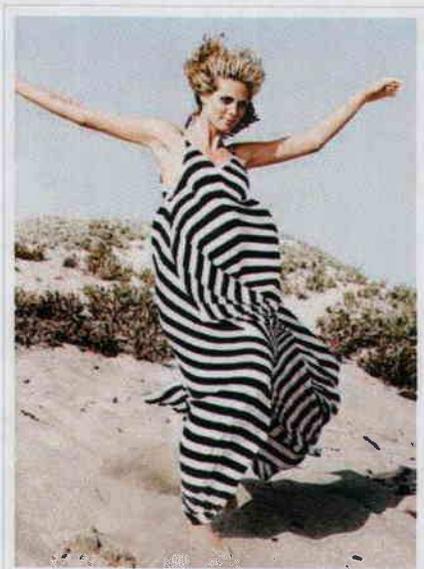
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Still, Heidi, 36, is no stranger to disappointment. She has fought for her success every step of the way—armed with an unwavering opinion of how her career should play out. Although she has been hosting Runway since 2004, her fashion career began in 1992, when at the age of 18, she beat out nearly 25,000 girls to win a German modeling contest called Model '92. Her prize: a \$300,000 modeling contract. "After that, I thought, 'Now I'm in the industry. This is my ticket, things will happen.' But they didn't. In the beginning, I could never book a job."

It may be hard to believe, but even after winning the contest, Heidi was forced to pound the pavement in Paris, Milan, England and Miami for a few years. "I stayed in Miami for three months. There were like 500 girls but only a few jobs, so it was hard. You'd go to a casting and put your name on a list, but they had no time to look at anybody. It was next, next, next." She lived in a model apartment with "a zillion" other girls and watched how

they dressed, behaved and did their hair and makeup. Her English was still choppy, so she became a cultural sponge. "I come from a very small place [in Bergisch Gladbach, a city outside of Cologne] so I was soaking it up," she says. "I never got into the party scene—I was a hermit."

Later that year, she moved to New York, but she was still struggling to book jobs, living in a cramped, four-bedroom apartment with three other models above a laundromat on 18th Street. "It was always smelling of fresh clothes," she recalls with a laugh, "which was nice at first but later annoying. We never had hot water because they were always doing the wash downstairs. It was a dump, but it cost a lot. They charged each girl \$800! I'm sure someone made some money on the side."



Photos: Rankin  
"I don't know why [Lagerfeld criticized me]. maybe he wanted to be in the paper? maybe he doesn't understand what i do? but, it's cool. you can't live your life wanting to please everybody."

Considering that she was a healthy-looking woman during an era that celebrated bony models and grunge, times were tough. But she refused to give up. "I was walking around New York for three or four years [before booking any major gigs]," she says. "Sports Illustrated and Victoria's Secret took a while. But I was determined to make it work. I wanted to get a job." In Italy, she had landed a Swatch campaign, which set her on a commercial (as opposed to high-fashion) career trajectory that has endured to this day. "Swatch is a world brand, so it was OK to have a smile on my face. I didn't have to be supercool."

As her status grew, Heidi became known as one of the industry's few shapely models, suited to hawk mass-market underwear and host mainstream shows like MTV's Fashionably Loud. "I was never in the high, high fashion industry. I was never one of those superskinny, supertall waif girls who goes from show to show. When you do more commercial things, your weight is allowed to fluctuate a bit. Not every inch counts." (Heidi is five-foot-nine and weighs around 130

pounds.)

In 1998, she became a household name by appearing on the cover of the Sports Illustrated Swimsuit Edition. Since then, she has represented major commercial brands from McDonald's to H&M to Jordache, and was estimated by Forbes this past May to pull in an annual income of \$16 million.

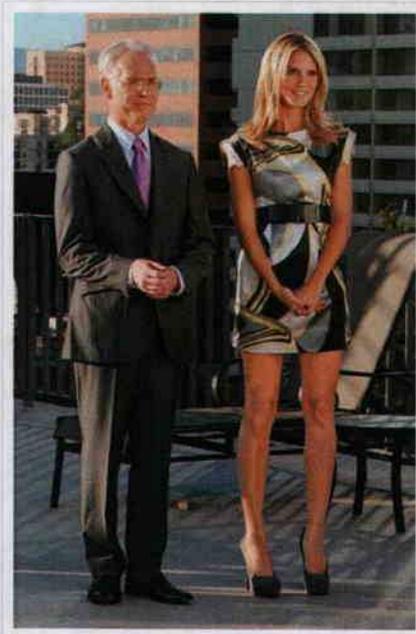


Photo: Mike Varish/Lifetime Networks  
Tim Gunn and Heidi on the set of Project Runway

When asked about modeling's look du jour—emaciated girls—a troubled look falls across her face. "It's hard for the girls. How old are they? Fifteen, 16? Some girls are naturally thin and can eat whatever they want. When I was 15, 16, there was not one ounce of fat on me, but some other girls have to work hard to stay like that. But the rules are not made by the models. To be part of this, they have to be the size the designer wants them to be. I'm not that skinny, and I never was, but I can pretty much eat whatever I want."

When it comes to love, however, Heidi struggled to find lasting happiness. In the past, she's been linked to Red Hot Chili Pepper's frontman Anthony Kiedis, hairdresser Ric Pipino (they divorced after a five-year marriage) and millionaire Formula One boss Flavio Briatore, with whom she has a daughter, Leni, 5.

Heidi and Seal met in the lobby of New York's Mercer hotel in 2003—she has famously said of the bicycle shorts he was wearing, "I saw everything—the whole package"—and they were married on a Mexican beach in 2005. She breaks into a huge smile when asked how she knew Seal

was "the one." "Aside from his sexy stature? He's a gentle giant. [Seal is six-foot-three-and-a-half.] We're very into family values. If you come to our house in L.A., you'll see that it's not a big, museum-like house where you can't touch anything or sit anywhere. It's a family house, where three children [Leni, Henry, 4; and Johann, 3] are living. We have toys all over the place."



Photo: Bonassi / Splash News  
Seal and Heidi's trashy '80s party

Every year, Heidi and Seal renew their vows with an outrageous costume party. This year's theme? "The tabloids called it white trash, but it was actually '80s," Heidi says. "I wore this ridiculous white suit that I bought in Vegas, and I had the same one made for Leni." Seal wore a mullet wig, and they were "remarried" by an Elvis impersonator. "This was our fifth wedding, and I already have a good idea for next year," she says, laughing. "I think it's wonderful for our children to remember how crazy mom and dad were that they f\*\*\*ing did this party every year."

Heidi and her brood have been living in the Greenwich Hotel for the past five weeks while she finishes filming the seventh season of Project Runway. (It will air in January.) Right now, however, she's gushing about the long-delayed sixth season, which only made it on the air after

a messy legal battle, which was resolved when the Weinstein Co. agreed to pay NBC Universal for the right to move the show to Lifetime. (Heidi is also hosting *Models of the Runway*, a behind-the-scenes look at the catwalkers.)

"In season six, the girl designers are catty but very strong," she says, no doubt to the delight of contestants like Shirin Askari, 24, from Richardson, Texas, Irina Shabayeva, a 27-year-old New Yorker, and Carol Hannah Whitfield, a 24-year-old native of Charleston, S.C. "We've had great celebrities: Christina Aguilera, Lindsay Lohan..."

Although she sometimes comes across as cold and removed on the show, apparently reveling in telling the designers they've been "Auf'd," Heidi says the façade is essential in order to remain objective. "Otherwise, I'd get too attached, and I'd take their life story into consideration, which I don't want to do. Either I like the clothes or I don't. I don't want to know that you live with your sick mother. I don't want to feel badly because they have a sad story, like, 'Poor thing, let's keep him on.'"

Her favorite all-time contestant? Season four winner Christian Siriano. "Christian is the total package," she says. "He's very talented and a go-getter, which you have to be. He took the great opportunities afterwards—Ugly Betty, the Ellen show—but he was still designing.

Contestants sometimes think, 'I'm a celebrity now,' but it's like, 'No, you're not a celebrity. You're a designer. Don't forget what got you here to begin with.' "

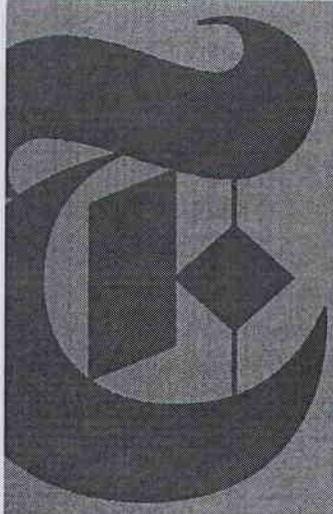
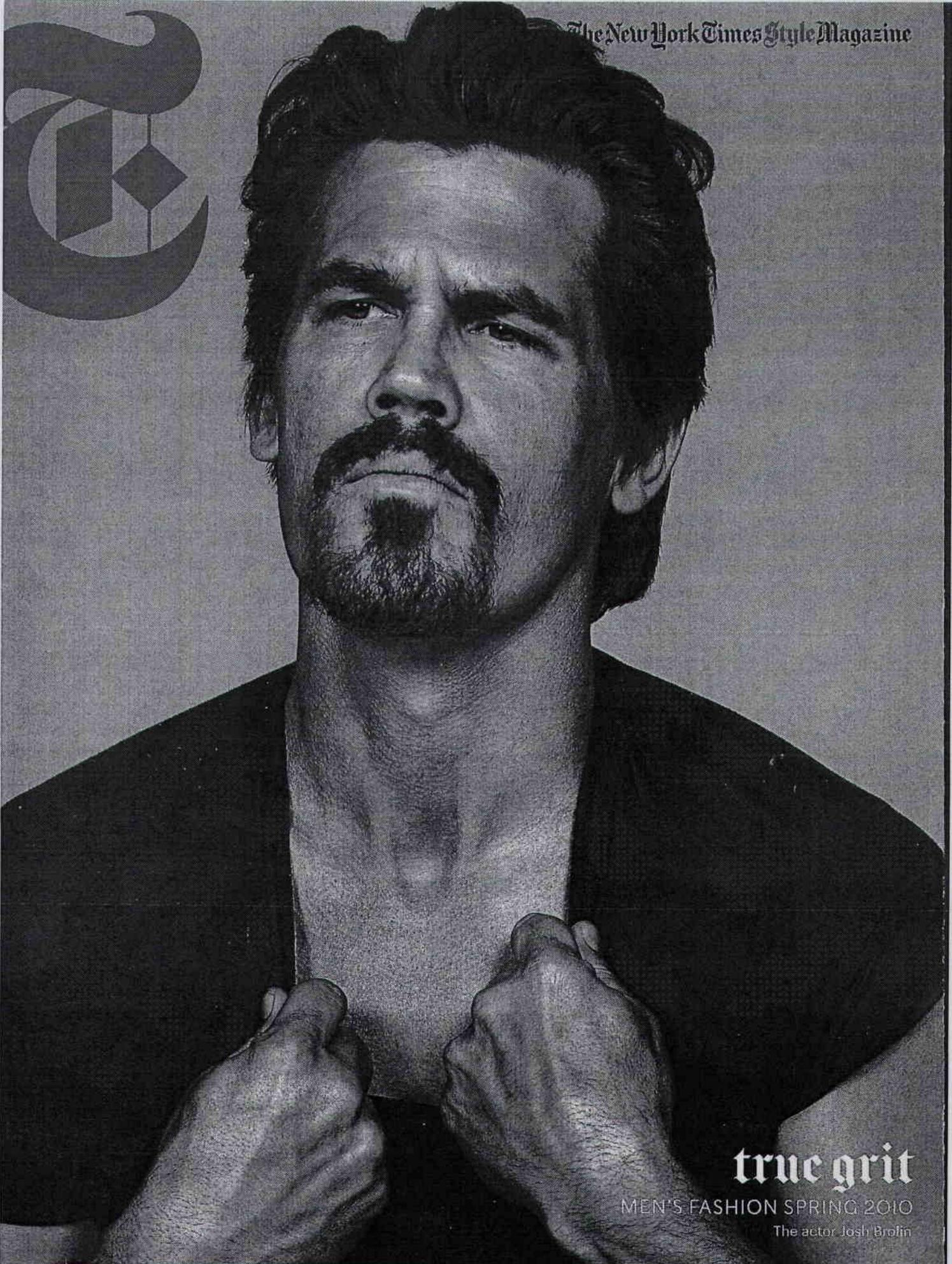
Suddenly, Heidi's young sons bound into the room, flanked by three nannies (Leni is upstairs sick with another adult). Henry jumps into Mom's lap. As the group tries to decide between spending the day at a water park or at Citibabes, a members-only kids club, Heidi kisses Henry and says, "I'm working, my love, but I'll be able to play with you soon."

Clearly she's comfortable with the multifaceted life she's built, critics (Lagerfeld and otherwise) be damned: "You have to just do your thing," she says, taking a last sip of coffee. "As long as you don't hurt anybody along the way."

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# EXHIBIT 47



**true grit**

MEN'S FASHION SPRING 2010

The actor Josh Brolin

# Good Timing

*Watches turn back the clock — to the '80s. David Colman reports.*

**I**n the dizzying run-up of watch technology of the last 10 or 15 years, the size of watch cases, the number of diamonds on them and the staggering intricacy of their complications were matched only by the astronomical sums that timepieces commanded. It was in the midst of this spinning *tourbillon* of activity that a few people tried something a lot simpler, a lot cheaper and a lot more colorful. With neon-bright hues, stretchy silicone bands and novel faces, the new '80s-inspired watches could have been worn by bands like the Thompson Twins or the Human League. They all but sing, "Don't you want me, baby?"

Their timing couldn't be better. The new-wave style of the early '80s (which was itself a mash-up of '50s kitsch and fluorescent color) has influenced not just fashion runways but also indie-pop singers like La Roux and Little Boots. One new brand, RumbaTime, has priced its colorful rubbery bangles at just \$20, so even an armful of them won't break the bank.

Not surprisingly, Swatch, which made watch history in 1983, is capitalizing on the

trend. In its first four years, Swatch produced 10 million watches priced at just \$35; by 2006, the number was 333 million. Though Swatch, like its fellow '80s icon Benetton, lost touch with its hipster following in the 1990s and 2000s, its '80s styles are looking good again — and they're back on the market, thanks to Swatch's new Color Codes collection, which makes reference to its early glory days.

But it's interesting that this time around Swatch is following suit, not leading the pack. In 2005, Marco Mavilla, a high-end watch collector and dealer, decided to make an inexpensive watch based on the Rolex Submariner, but with a clear plastic bezel and band. ToyWatch was born. "It was just a toy. That's how it got its name," Mavilla said. "I started for fun. I just wanted some nice way to express my personality." But when his initial batch of 300 watches sold almost instantly, he realized his business was no joke; in 2009, he sold 260,000 of the cheery, cheeky watches. "I was 14 in 1980," he said. "There was a real joy for life, and people were reacting against the system in a different way. Maybe that's what I'm doing, trying to recreate that spirit."

Nooka's founder, Matthew Waldman, also fell into watch design by accident. A Web designer in the 1990s, he began playing around with new ways to represent time. Ultimately, he designed a few watches with time bars (reminiscent of computer progress bars) instead of hands. He added an irreverent color and design scheme that recalls his adolescence in New York City. "Those were my formative years," he said. "Places like Fiorucci were allowing guys to have more fun dressing up."

Of course, the 1980s weren't all about new wave. Those who would like to revisit that decade's other key trend — gold — are in luck. Rado has reissued its 1986 Integral watch, which dazzles with "contemporary" appeal, while classicists will find the perfect croc-and-gold-logo watch at Bulgari. What's more '80s than that?

And anyone who wants to have his cake and eat it too will be thrilled to hear that the high-end Swiss watchmaker Hublot has big status-symbol watches that sparkle with jewels (diamonds, sapphires, amethysts and topazes) and come with croc-stamped rubber bands in matching colors. Lest anyone think they're disposable, they retail for \$20,000 to \$33,000.

It's a hefty sum, but hey — the '80s revival looks as if it has a long way to go. The Hublot comes with a chronograph, so you can time it. ■

**OLDIES BUT GOODIES**

1. ToyWatch Plasteramic watch, \$195. Go to [toywatchusa.com](http://toywatchusa.com).
2. Nooka Hyper Space Zen H watch, \$195. Go to [nooka.com](http://nooka.com).
3. Hublot Big Bang watch, \$23,300. Go to [hublot.com](http://hublot.com).
4. Alessi Daytimer watch, \$120. Go to [alessi.com](http://alessi.com).
5. Bulgari 42mm watch, \$12,800. Go to [bulgari.com](http://bulgari.com).
6. Rado Integral watch, \$2,100. Go to [rado.com](http://rado.com).
7. Swatch Set Square watch, \$55. Go to [store.swatch.com](http://store.swatch.com).



# EXHIBIT 48

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Public Web Site  
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Media Web Site  
<http://usocpressbox.org>



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GAMES

**2003 Pan American Games**  
August 1-17, 2003  
Santo Domingo,  
Dominican Republic

**2004 Olympic Games**  
August 13-29, 2004  
Athens, Greece

**2004 Paralympic Games**  
September 2004  
Athens, Greece

U. S. O L Y M P I C C O M M I T T E E

# OLYMPIC NEWS

**For Immediate Release  
October 31, 2002**

## **USOC Partners With Swatch Group as Official Sponsor of the 2004, 2006 and 2008 U.S. Olympic Teams**

COLORADO SPRINGS, Colo. – The United States Olympic Committee announced today that it has signed an agreement with Swatch Group Ltd. to be the official sponsor and supplier of the 2004, 2006 and 2008 U.S. Olympic Teams and the 2003 and 2007 U.S. Pan American Games Teams in the category of timekeeping.

"We are extremely proud to team with the Swatch Group, a long time sponsor and partner of the Olympic Movement, in providing necessary equipment and time pieces for the U.S. Olympic Team," said Lloyd Ward, Chief Executive Officer of the United States Olympic Committee. "Swatch Group's marketing innovations and powerful brands make them a strong partner as we work to more deeply connect our U.S. Olympic Team and athletes to the American public. Our partnership with Swatch Group is a continuation of our commitment to work with the world's leading companies and marketing organizations."

As part of the agreement, Swatch, a company of the Swatch Group Ltd., will be the official sponsor and supplier for timing and scoring systems, and for watches and clocks that have the primary function of measuring time for the U.S. Olympic Team. The agreement also makes Swatch an official licensee of the United States Olympic Committee. With this designation, Swatch will be the distributor of the official licensed collections of Olympic watches, including the official U.S. Olympic Team watches through 2008.

"The Swatch Group and myself have for a long time been associated to all important sports activities worldwide, especially to the Olympic Movement", says Nicolas G. Hayek, Chief Executive Officer of the Swatch Group Ltd. "We therefore consider ourselves a member of the Olympic Family, and not a paying sponsor. We are particularly proud of this partnership with the USOC as they promote the highest ideals of peaceful competition among the youth of the U.S. May the best win."

With today's announcement, Swatch Group Ltd. rejoins the U.S. Olympic Family. The company was an official sponsor of the 1992, 1994 and 1996 U.S. Olympic Teams. Swatch was also an official licensee of the 2000 U.S. Olympic Team.

About Swatch Group Ltd.

The 4.2 billion Swiss francs Swatch Group currently has 18 prestigious watch brands such as Breguet, Omega, Blancpain, Longines, Rado, Tissot and Swatch among others. Each of these brands is clearly targeted to tap different segments of the watch market.

- more -

The Swatch Group Limited has enjoyed tremendous success from its association with the Olympic Movement since the beginning of the modern Olympic Games. Its companies Omega and Longines were official timekeepers of practically all Olympics in the 20<sup>th</sup> Century. Swatch was the official timekeeper at the 2000 Olympic Games in Sydney, Australia and the 1996 Olympic Games in Atlanta, Georgia. The CEO of the Swatch Group Ltd., Nicolas G. Hayek, was a member of the "IOC 2000" commission. Following its successes at the Atlanta and Sydney Olympic Games, the International Olympic Committee selected The Swatch Group Limited to undertake the timing and scoring services delivery for future Olympic Games and has also elected to extend Swatch's mandate to include on-venue results services through 2010.

*For more information, please contact the United States Olympic Committee Media and Public Relations Division at (719) 866-4529. This press release is also available on the USOC's media specific website [www.usocpressbox.org](http://www.usocpressbox.org).*

# EXHIBIT 49

Int. Cl.: 14

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

Reg. No. 2,752,980

**United States Patent and Trademark Office**

Registered Aug. 19, 2003

**TRADEMARK  
PRINCIPAL REGISTER**

**SWATCH**

SWATCH S.A. (SWATCH A.G.) (SWATCH LTD.)  
(SWITZERLAND CORPORATION)  
94, RUE JAKOB STAMPFLI  
BIENNE, SWITZERLAND CH-2501

OWNER OF U.S. REG. NOS. 1,356,512, 2,217,468  
AND OTHERS.

FOR: JEWELRY, NAMELY, EARRINGS, NECK-  
LACES, PENDANTS, BRACELETS AND RINGS, IN  
CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

SER. NO. 78-124,477, FILED 4-26-2002.

FIRST USE 8-0-2000; IN COMMERCE 8-0-2000.

APRIL L. RADEMACHER, EXAMINING ATTOR-  
NEY