

12-04-2002



ER

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

63584-5010

To the Honorable Commissioner c

102301240

tached original documents or copy thereof.

## 1. Name of conveying party(ies):

Joe Shea  
Fiona J. Adams

## 2. Name and address of receiving party(ies):

Global Brand Marketing, Inc.  
a California corporation  
12 E. Figueroa Street  
Santa Barbara, California 93101Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

## 3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Dates: 11/01/02 &  
11/22/02Additional name(s) & address(es) attached? ☐ Yes ☒ No

## 4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: 11/22/02

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

## 5. Name and address of party to whom correspondence concerning document should be mailed:

ROD S. BERMAN, ESQ.  
JEFFER, MANGELS, BUTLER & MARMARO LLP  
SEVENTH FLOOR  
1900 AVENUE OF THE STARS  
LOS ANGELES, CALIFORNIA 90067

## 6. Total number of applications and patents involved: [ 1 ]

7. Total fee (37 CFR 3.41).....\$ 40.00☒ Enclosed☐ Authorized to be charged to deposit account

## 8. Deposit account number: 10-0440

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

## 9. Statement and signature.

To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.

Kathy Mojibi

2

Total number of pages including cover sheet (2)

OMB No. 0651-0011

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

12/03/2002 RMONDAF1 00000006 29171789

02 PD:8021

40.00 DP

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project, (0651-0011), Washington, D.C. 20503.

## CERTIFICATE OF MAILING

I hereby certify that this correspondence and the identified enclosures are being deposited with the U.S. Postal Service as Express Mail Label No. EV174741719US postage prepaid, in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on 11/27/02.

By:

Michelle Daugherty

# ASSIGNMENT

Express Mail No. 2N174741719 VS  
 Attorney Docket No. 63584-5010

(1-8) Insert Name(s) of Inventor(s)	(1) Joe Shea	(5)
	(2) Fiona J. Adams	(6)
	(3)	(7)
	(4)	(8)
In consideration of the sum of one dollar (\$1.00) and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby does assign, transfer and set over to		
(9) Insert name of Assignee	(9) GLOBAL BRAND MARKETING, INC.	
(10) Insert state of incorporation of Assignee	(10) California	
(11) Insert address of Assignee	(11) Global Brand Marketing, Inc. 12 E. Figueroa Street Santa Barbara, California 93101	
(hereinafter designated as the Assignee) the entire worldwide right, title and interest in the design encompassed by		
(12) Insert identification of invention, such as title, case number or foreign application number	(12) SHOE BOTTOM  for which the undersigned has (have) executed an application for patent in the United States of America on	
(13) Insert date of signing of application	(13) <u>11-22-02</u>	

- 1) The undersigned agree(s) to execute all papers necessary in connection with the application and any continuing or divisional applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.
- 2) The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or division thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.
- 3) The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the international Convention for Protection of Industrial Property or similar agreements.
- 4) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.
- 5) The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed and will not execute, any agreement in conflict herewith.

6) The undersigned hereby grants ROD S. BERMAN, Reg. No. 31,483, BERNARD R. GANS, Reg. No. 27,443, BRIAN W. KASELL, Reg. No. 33,522, KATHY MOJIBI, Reg. No. 41,409 and GEORGE G. C. TSENG, Reg. No. 41,355 and the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent & Trademark Office for Recordation of this document.

<u>11-22-02</u>	<u>[Signature]</u>	<u>[Signature]</u>
Date	Signature of Assignor	Signature of Witness
<u>11/1/02</u>	<u>[Signature]</u>	<u>[Signature]</u>
Date	Signature of Assignor	Signature of Witness

_____	_____	_____
Date	Signature of Assignor	Signature of Witness

_____	_____	_____
Date	Signature of Assignor	Signature of Witness

_____	_____	_____
Date	Signature of Assignor	Signature of Witness