

03-07-2003

63584-5042



To the Honorable Commissioner of Pat

102383123

and original documents or copy thereof.

1. Name of conveying party(ies):
Fiona Adams

2-26-03

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

Global Brand Marketing,, Inc.
a California corporation
12 E. Figueroa Street
Santa Barbara, California 93101



Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____ Execution Dates: 02-19-03

Additional name(s) & address(es) attached? Yes No

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

29176848

If this document is being filed together with a new application, the execution date of the application is: 02-19-03

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

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8. Deposit account number: 10-0440

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Rod S. Berman

02/26/03

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CERTIFICATE OF MAILING

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By: Crystal Ross
Crystal Ross

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PATENT
REEL: 013806 FRAME: 0799

ASSIGNMENT

Express Mail No. EV174744030US
Attorney Docket No. 63584-5042

(1-8) Insert Name(s) of Inventor(s)	(1) Fiona J. Adams	(5)
	(2)	(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) FOOTWEAR OUTSOLE
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) 2/19/03

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, GRANT T. LANGTON, Reg. No. 39,739; BRIAN W. KASELL, Reg. No. 33,522, KATHY MOJIBI, Reg. No. 41,409, GEORGE G. C. TSENG, Reg. No. 41,355 and BRENNAN C. SWAIN, Reg. No. 43,175 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.

2/19/03
Date
F. J. Adams
Signature of Assignor

[Handwritten Signature]
Signature of Witness

Date

Signature of Assignor

Signature of Witness

Date

Signature of Assignor

Signature of Witness

Date

Signature of Assignor

Signature of Witness