


05-18-2005

S/11/05 R  103004950

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s): Mathew DRAZIC Execution Date(s) <u>05/05/2005</u> Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies) Name: <u>Global Brand Marketing Inc.</u> Internal Address: _____ Street Address: <u>6500 Hollister Avenue</u> City: <u>Santa Barbara</u> State: <u>CA</u> Country: <u>US</u> Zip: <u>93117</u> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
---	---

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or patent number(s): This document is being filed together with a new application.
 A. Patent Application No.(s) _____ B. Patent No.(s) _____

 Additional numbers attached? Yes No

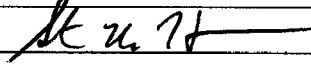
5. Name and address to whom correspondence concerning document should be mailed:
 Name: Rod S. Berman
 Internal Address: _____

 Street Address: Jeffer Mangels Butler & Marmaro LLP
1900 Avenue of the Stars, 7th Floor

 City: Los Angeles
 State: CA Zip: 90067-4308

 Phone Number: (310) 273-8080
 Fax Number: (310) 203-0567
 Email Address: patentdocket@jmbm.com
6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21 (h) & 3.41) \$ 40.00
 Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information
 a. Credit Card Last 4 Numbers _____
 Expiration Date _____
 b. Deposit Account Number 50-2711
 Authorized User Name Steven R. Hansen
9. Signature:  5.10.05
 Signature Date
 Steven R. Hansen
 Name of Person Signing Total number of pages including cover sheet, attachments, and documents: 2

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

113241 U.S. PTO
29/229808
 051105

05/17/2005 ECOOPER 00000310 502711 29229808

01 FC:8021

40.00 DA

American LegalNet, Inc.
www.USCourtForms.com

ASSIGNMENT

Express Mail No. EV486237501US
 Attorney Docket No. 63584-5131

(1-8) Insert Name(s) of Inventor(s) (1) Mathew DRAZIC (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.
 6500 Hollister Avenue
 Santa Barbara, California 93117
 (hereinafter designated as the Assignee) the entire worldwide right, title and interest in the design encompassed by

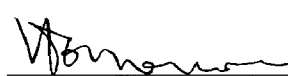
(12) Insert identification of invention, such as title, case number or foreign application number (12) FOOTWEAR UPPER
 for which the undersigned has (have) executed an application for patent in the United States of America on

(13) Insert date of signing of application (13) 05/05/2005

- 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, GEORGE G. C. TSENG, Reg. No. 41,355, STEVEN R. HANSEN, Reg. No. 39,214, BRENNAN C. SWAIN, Reg. No. 43,175, and MICHELLE KIM, Reg. No. 51,881 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.

5/05/05
 Date Signature of Assignor


 Signature of Witness