

09-13-2005



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To the Director of the U.S. Patent and Trademark Office

and attached documents or the new address(es) below.

**1. Name of conveying party(ies)**

Christjane BURG

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

Name: Global Brand Marketing Inc.

Internal Address: \_\_\_\_\_

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

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) August 16, 2005

☒ Assignment

☐ Merger

☐ Security Agreement

☐ Change of Name

☐ Joint Research Agreement

☐ Government Interest Assignment

☐ Executive Order 9424, Confirmatory License

☐ Other \_\_\_\_\_

Street Address: 6500 Hollister Avenue

City: Santa Barbara

State: CA

Country: USA Zip: 93117

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

**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, Seventh Floor

City: Los Angeles

State: CA Zip: 90067-4308

Phone Number: (310) 203-8080

Fax Number: (310) 2030567

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

Global Brand Marketing  
Authorized User Name Inc.

**9. Signature:**

*Steven R. Hansen*

Signature

9/6/05

Date

Steven R. Hansen

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

2

09/12/2005 DBYRNE 00000170 502711 29237860

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**PATENT**  
**REEL: 016960 FRAME: 0351**

# ASSIGNMENT

Express Mail No. EV486237206US  
Attorney Docket No. 63584-5142

(1-8) Insert Name(s) of Inventor(s)	(1) Christjane BURG	(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) August 16, 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.

16/08/05  
Date

*CHBURG*  
Signature of Assignor

*Phonda Yelchewi*  
Signature of Witness