

10-28-2005



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

10-21-05

1. Name of conveying party(ies)/Execution Date(s):

Alyssa WEITZMAN

Execution Date(s) 09/25/2005

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

2. Name and address of receiving party(ies)

Name: Global Brand Marketing Inc.

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

Street Address: 6500 Hollister Avenue

City: Santa Barbara

State: CA

Country: US Zip: 93117

Additional name(s) & address(es) attached?  Yes  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)

10/27/2005 BYRNE 00000206 502711 29241050  
01 FC:8021 40.00 M

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: Steven R. Hansen  
Signature

10-17-05

Date

Steven R. Hansen

Total number of pages including cover sheet, attachments, and documents: 3

Name of Person Signing

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

American LegalNet, Inc.  
www.USCourtForms.com

**ASSIGNMENT**

(1-8) Insert Name(s) of Inventor(s)	(1) Alyssa WEITZMAN	(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.
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(10) Insert state of incorporation of Assignee	(10) California
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(11) Insert address of Assignee	(11) Global Brand Marketing Inc. 6500 Hollister Avenue Santa Barbara, California 93117
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(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
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(13) Insert date of signing of application	(13) 9/25/2005
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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

*Assignment*  
Page 1 of 2

division thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

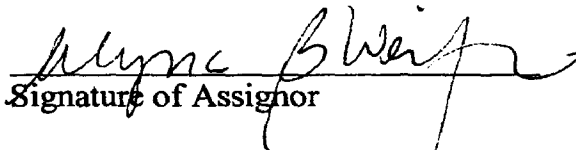
3) The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the international Convention for Protection of Industrial Property or similar agreements.

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, RICHARD A. NEBB, Reg. No. 33,540, 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.

09.25.05  
Date

  
Signature of Assignor

  
Signature of Witness

*Assignment  
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