

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Frida GIANNINI	06/08/2007
RECEIVING PARTY DATA	
Name:	Gucci America, Inc.
Street Address:	685 Fifth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29279018
CORRESPONDENCE DATA	
Fax Number:	(202)942-5999
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2029425000
Email:	Danielle.Edwards@aporter.com
Correspondent Name:	Arnold & Porter. LLP
Address Line 1:	555 Twelfth Street, NW
Address Line 2:	Attn: IP Docketing
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004
ATTORNEY DOCKET NUMBER:	21307.001
NAME OF SUBMITTER:	Danielle M. Edwards
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

CH \$40.00 29279018

ASSIGNMENT

WHEREAS, I/we, the undersigned, have made certain invention or inventions which are disclosed in patent application(s) and/or provisional patent application(s) entitled:

Handbag

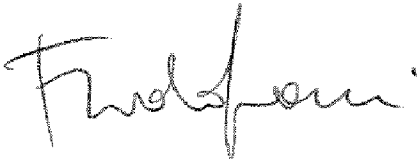
identified as U.S. Application No. 29/279,018

WHEREAS, **Gucci America, Inc.**, of 685 Fifth Avenue, New York, New York 10022, a Corporation of the State of New York, (hereinafter "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said invention or inventions and any and all patents to be obtained therefor;

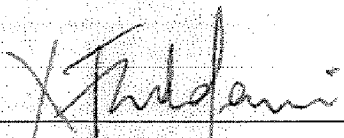
NOW, THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt of which is hereby acknowledged, I/we do hereby sell, assign and transfer to said ASSIGNEE, its successors and assigns, the entire right, title and interest in and to said invention or inventions, in any form or embodiment thereof, and in and to said application(s); and in and to any and all applications filed in any country based thereon, including the right to file applications in countries other than the country of priority filing under the provisions of any international convention; also in and to any and all improvements on said invention or inventions now or hereafter made by me/us as employee(s), agent(s) or contractor(s) of said ASSIGNEE; also the entire right, title and interest in and to any and all patents, including reissues and extensions thereof, to be obtained in any country upon said invention; inventions or improvements, and any and all continuing applications, including divisional, continuation and continuation-in-part applications, substitute applications, and applications claiming benefit of an earlier filed provisional application, which may be filed upon said invention, inventions or improvements in any country; and

I/We hereby authorize and request the issuing authority to issue any and all patents on said application or applications to said ASSIGNEE, as assignee of the entire interest.

I/We further agree, without any payment by ASSIGNEE other than in reimbursement of reasonable expenses I/we may incur, to communicate to said ASSIGNEE, its representatives or agents, any facts relating to said invention, inventions or improvements, including evidence for purposes of interference, opposition or other legal proceedings, whenever requested; testify in any interference, opposition or other legal proceedings, whenever requested; and execute and deliver, on request, all lawful papers required to make any of the foregoing provisions effective.

X 

IN TESTIMONY WHEREOF, I/we have hereto set our hands on the dates set after our signatures.

Signature: 

Date: June 8, 2007

Name: Frida Giannini

City and state or country of residence: Florence, Italy

On this 8 day of June, 2007, before me personally appeared Frida Giannini, known to me to be the person who executed the foregoing instrument and acknowledged that he/she executed the same as his/her free act and deed; in testimony whereof I have hereto set my hand on the day last above written.

Vanni Volpi
Witness

Florence The'ney
Witness

