

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
BrandHandling International Limited	04/24/2008
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	FitFlop Limited
<b>Street Address:</b>	6 New Street Square
<b>Internal Address:</b>	Eighth Floor
<b>City:</b>	London
<b>State/Country:</b>	UNITED KINGDOM
<b>Postal Code:</b>	EC4 3AQ
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29302353
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(954)761-8112
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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<b>ATTORNEY DOCKET NUMBER:</b>	817570.1
<b>NAME OF SUBMITTER:</b>	Thomas L. Kautz
<b>Total Attachments: 2</b> source=BrandHandling to FitFlop#page1.tif source=BrandHandling to FitFlop#page2.tif	

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**PATENT**

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**REEL: 020916 FRAME: 0860**

**UNITED STATES PATENT ASSIGNMENT**

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WHEREAS, BrandHandling International Limited, a corporation organized under the laws of the British Virgin Islands, having a principal place of business at Suite 6S, Mill Mall, Wickhams Cay 1, Road Town, Tortola, British Virgin Islands; is the sole and exclusive owner of an undivided one-half right, title and interest in and to the United States Design Patent Application Serial No. 29/302,353, filed January 15, 2008 entitled "ARTICLE OF FOOTWEAR" (the "Patent Application"); and

WHEREAS, FitFlop Limited, a corporation organized under the laws of the United Kingdom, having a principal place of business at having a place of business at Eighth Floor, 6 New Street Square, London, EC4 3AQ and company registration number 6436347, is desirous of acquiring BrandHandling International Limited's entire right, title and interest in, and under said Patent Application and the inventions described in and covered thereby ("Inventions").

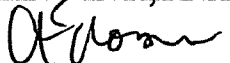
NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00) and other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, BrandHandling International Limited does hereby sell, assign, transfer and set over to FitFlop Limited, its successors and assigns, its entire right, title and interest in and to the Patent Application, including all divisionals, continuations, continuations-in-part, re-exams, re-issues and extensions thereof, including all of its right, title and interest in and to any and all improvements to the Inventions described in and covered by the Patent Application and any and all other inventions or improvements disclosed in the Patent Application; and all of its right, title and interest in and to any counterparts or legal equivalents thereof in a foreign country, including the right to claim priority under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperative Union, European Patent Convention, Common Market

Convention, or any other Convention or Union for each country of said Convention or Union; and all rights of priority resulting from the filing of the Patent Application, the same to be held and enjoyed by FitFlop Limited, its successors and assigns, for its own use and enjoyment, to the end of the term or terms of such patent as may be granted on the Patent Application or on any other application claiming any right of priority to the Patent Application, as fully and entirely as the same would have been held and enjoyed by BrandHandling International Limited if this assignment and sale had not been made; together with and including without limitation any and all claims for damages by reason of past infringement of any such patent, with the right to sue for and collect the same for the sole and exclusive use and enjoyment of FitFlop Limited, its successors and assigns.

AND, FURTHER, BrandHandling International Limited does hereby authorize and request any official whose duty it is to issue patents to issue any and all patents on the Inventions or resulting from the Patent Application, or any divisions, continuations, continuations-in-part, or re-issues thereof to FitFlop Limited, as assignee of its entire interest, and hereby covenants that it has full right to convey its entire interest herein assigned, and that it has not executed, and will not execute, any agreements inconsistent herewith.

IN WITNESS WHEREOF, BrandHandling International Limited, by an authorized officer of same has caused this Patent Assignment to be executed and become effective as of this 24 day of April, 2008.

**BRANDHANDLING INTERNATIONAL LIMITED**

By:   
Name: Scott Thomas  
Title: MANAGING DIRECTOR

Witness:

Signature:   
Print Name: GARY CANN