

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Mr. Massimo Braccialini	05/14/2009

RECEIVING PARTY DATA

Name:	Braccialini S.r.l.
Street Address:	Viale Hanoi 24
City:	50065 Pontassieve (FI)
State/Country:	ITALY

PROPERTY NUMBERS Total: 3

Property Type	Number
Application Number:	29311478
Application Number:	29311479
Application Number:	29311480

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	024808-000043, 44, 45
NAME OF SUBMITTER:	William H. Oldach III

Total Attachments: 3
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**PATENT
 REEL: 023481 FRAME: 0420**

ASSIGNMENT

I, **Massimo BRACCIALINI**, the undersigned, hereinafter referred to as the ASSIGNOR, for good and valuable consideration, the receipt of which is hereby acknowledged, hereby assign, sell and transfer to **Braccialini S.r.l.**, with offices at **Viale Hanoi 24, 50065 Pontassieve (FI), Italy** and its successors, assigns and legal representatives, all hereinafter referred to as the ASSIGNEE: (1) the entire right, title and interest for the United States and in all countries, in and to any and all inventions, discoveries and applications which are disclosed in the applications for United States Design Patent listed in Schedule A hereto, including any renewals, revivals, reissues, reexaminations, extensions, continuations and divisions thereof and any substitute applications therefor; (2) the full and complete right to file patent applications in the name of the ASSIGNEE, its designee, or in my/our names at the ASSIGNEE, or its designee's election, on the aforesaid inventions, discoveries and applications in all countries of the world; (3) the entire right, title and interest in and to any Design Patent which may issue thereon in the United States or in any country, and any renewals, revivals, reissues, reexaminations and extensions thereof, and any patents of confirmation, registration and importation of the same; and (4) the entire right, title and interest in all Convention and Treaty Rights of all kinds thereon, including without limitation all rights of priority in any country of the world, in and to the above inventions, discoveries and applications, including Community Design Nos. 001012264-0001, 001012264-0002 and 001012264-0003 filed on September 30, 2008.

I hereby authorize and request the competent authorities to grant and to issue any and all such Design Patents in the United States and throughout the world to the ASSIGNEE of the entire right, title and interest therein, as fully and entirely as the same would have been held and enjoyed by me/us had this assignment, sale and transfer not been made.

I agree, at any time, upon the request of the ASSIGNEE, to execute and to deliver to the ASSIGNEE any additional applications for patents for said inventions and discoveries, or any part or parts thereof, and any applications for patents of confirmation, registration and importation based on any Design Patents issuing on said inventions, discoveries, or applications and divisions, continuations, renewals, revivals, reissues, reexaminations and extensions thereof.

I further agree at any time to execute and to deliver upon request of the ASSIGNEE such additional documents, if any, as are necessary or desirable to secure patent protection on said inventions, discoveries and applications throughout all countries of the world, and otherwise to do the necessary to give full effect to and to perfect the rights of the ASSIGNEE under this Assignment, including the execution, delivery and procurement of any and all further documents evidencing this assignment, transfer and sale as may be necessary or desirable.

I hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

I further covenant that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Design Patents and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Design Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

Date: 14 MAG. 2009



Signature of Assignor: Massimo Braccialini

SCHEDULE A

<u>Application Serial No.</u>	<u>Title</u>	<u>Filing Date</u>
29/311,478	Handbag	March 30, 2009
29/311,479	Handbag	March 30, 2009
29/311,480	Handbag	March 30, 2009