

Client Code: JACBA117.047DUS

**RECORDATION FORM COVER SHEET  
PATENTS ONLY**

To the Director, U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

|                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. Name of conveying party(ies): (List using letters or numbers for multiple parties)</p> <p>1. Diego DELLA VALLE<br/>2. Ester MARZIARI</p> <p>Additional name(s) of conveying party(ies) attached?</p> <p>( ) Yes (X) No</p>                                                                                                                                                                                                            | <p>2. Name and address of receiving party(ies):</p> <p><b>Name:</b> TOD'S S.p.A.<br/><b>Internal Address:</b><br/><b>Street Address:</b> Via Filippo Della Valle 1<br/><b>City:</b> SANTELPIDIO A MARE (Fermo)<br/><b>State:</b> Italy<br/><b>ZIP:</b> I-63019</p> <p>Additional name(s) of receiving party(ies) attached?</p> <p>( ) Yes (X) No</p> |
| <p>3. Nature of conveyance:</p> <p>(X) Assignment ( ) Security Agreement<br/>( ) Merger ( ) Change of Name<br/>( ) Other:</p> <p>Execution Date: (List as in section 1 if multiple signatures)</p> <p>1. February 24, 2010<br/>2. February 24, 2010</p>                                                                                                                                                                                     | <p>4. US or PCT Application number(s) or US Patent number(s):</p> <p>(X) Patent Application No.: 29/351,856<br/>Filing Date: December 11, 2009</p> <p>Additional numbers attached?</p> <p>( ) Yes (X) No</p>                                                                                                                                         |
| <p>5. Party to whom correspondence concerning document should be mailed:</p> <p><b>Customer No.</b> 20,995<br/><b>Address:</b> Knobbe, Martens, Olson &amp; Bear, LLP<br/>2040 Main Street, 14<sup>th</sup> Floor<br/>Irvine, CA 92614<br/><b>Return Fax:</b> (949) 760-9502<br/><b>Attorney's Docket No.:</b> JACBA117.047DUS</p>                                                                                                          | <p>6. Total number of applications and patents involved: one</p>                                                                                                                                                                                                                                                                                     |
| <p>7. Total fee (37 CFR 1.21(h)): \$40</p> <p>(X) Authorized to be charged to deposit account</p>                                                                                                                                                                                                                                                                                                                                           | <p>8. Deposit account number: 11-1410</p> <p>Please charge this account for any additional fees which may be required, or credit any overpayment to this account.</p>                                                                                                                                                                                |
| <p>9. Statement and signature.</p> <p>To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document.</p> <p><u>Nira Brand</u><br/>Name of Person Signing</p> <p><u>52,648</u><br/>Registration No.</p> <p><u>Nira Brand</u> Signature <u>March 22, 2010</u> Date</p> <p>Total number of pages including cover sheet, attachments and document: 3</p> |                                                                                                                                                                                                                                                                                                                                                      |

Documents transmitted via Facsimile to be recorded with required cover sheet information to:

**Mail Stop Assignment Recordation Services**  
Director, U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450  
**Facsimile Number: (571) 273-0140**

8758556  
032210

700432551

**PATENT**  
**REEL: 024119 FRAME: 0416**

CH \$40.00 111410 29351856

PATENT-JACBA 117.047DUS

ASSIGNMENT

WHEREAS, WE, Diego DELLA VALLE, a citizen of Italy, residing at Via Filippo Della Valle 1, I-63019 SANT'ELPIDIO A MARE (Fermo) Italy and Ester MARZIARI, a citizen of Italy, residing at Via Filippo Della Valle 1, I-63019 SANT'ELPIDIO A MARE (Fermo) Italy hereinafter referred to as Assignor, have invented certain new and useful improvements in a "Handbag"

for which we have filed a patent application with the U.S. Patent and Trademark Office [ASSIGNOR hereby authorizes and requests the attorneys of Knobbe, Martens, Olson & Bear, LLP, Customer No. 20,995, to insert here in parentheses (Application Number 29/351856, filed December 11, 2009 the filing date and application number of said Application when known];

AND WHEREAS, TOD'S S.p.A., an Italian Joint Stock Company, with its principal place of business at Via Filippo Della Valle 1, I-63019 SANT'ELPIDIO A MARE (Fermo) Italy (hereinafter referred to as Assignee) desires to acquire the entire right, title, and interest in and to the said improvements with respect to the United States of America, its territories and possessions;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby acknowledges that it has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title, and interest in the United States of America, and its territories and possessions in, to and under said improvements, and any Patent Applications in the United States of America and all divisions, renewals and continuations thereof, and all Patents of the United States of America which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions; and Assignor hereby authorizes and requests the Commissioner of Patents of the United States of America to issue all Patents for said improvements to Assignee, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND ASSIGNOR HEREBY covenants and agrees that it will communicate to Assignee, its successors, legal representatives and assigns, any facts known to it respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in the United States of America.

IN TESTIMONY WHEREOF, Assignor intending to be legally bound has hereunto affixed its signature.

This 24th day of February, 2010

  
Signature of Diego DELLA VALLE

This 24th day of February, 2010

  
Signature of Ester MARZIARI

Witnessed by:

  
\_\_\_\_\_

6460714