

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
DIEGO DELLA VALLE	05/26/2010
RECEIVING PARTY DATA	
Name:	GOUSSON-CONSULTADORIA E MARKETING S.AR.L.
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City:	LUXEMBOURG
State/Country:	LUXEMBOURG
Postal Code:	L-1746
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29364159
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ATTORNEY DOCKET NUMBER:	JACBA86.014DUS
NAME OF SUBMITTER:	Raymond D. Smith (Reg. No. 55,634)
Total Attachments: 2 source=Executed Declaration -JACBA86.014DUS#page1.tif source=Executed Declaration -JACBA86.014DUS#page2.tif	

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REEL: 024561 FRAME: 0841

Application No.: 29/364,159
Filing Date: June 18, 2010

PATENT
Attorney Docket: JACBA86.014DUS.....
Page 1 of 2

ASSIGNMENT

WHEREAS, I, Diego DELLA VALLE, an Italian citizen, residing in SANT'ELPIDIO A MARE (Fermo), Italy, (hereinafter "ASSIGNOR") have invented certain new, useful, and ornamental improvements in "Bag" for which I 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 29/364,159, filed June 18, 2010) the filing date and application number of said Application when known];

AND WHEREAS, GOUSSON-CONSULTADORIA E MARKETING S.à.r.l. (hereinafter "ASSIGNEE"), a Luxembourgian Limited Liability Company, with its principal place of business at 2, rue Joseph Hackin, L-1746 LUXEMBOURG (Luxembourg), desires to acquire the entire right, title, and interest in and to said improvements and said Application 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.

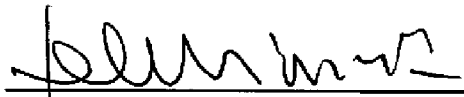
AND ASSIGNOR DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND ASSIGNOR DOES HEREBY covenant and agree that we will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us 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 said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto affix my signature and intend to be legally bound this 26th day of May, 2010.

Application No.: 29/364,159
Filing Date: June 18, 2010

PATENT
Attorney Docket: JACBA86.014DUS
Page 2 of 2



Diego DELLA VALLE

Witnessed by 

IN TESTIMONY WHEREOF, I hereunto affix my signature and intend to be legally bound this
26th day of May, 2010.

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