Client Code: JACBA117.063DUS

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Name of conveying party(ies): (List using letters or numbers for multiple parties) Diego DELLA VALLE Lucia OCCHIONI Additional name(s) of conveying party(ies) 2. Name and address of receiving party(ies): Name: TOD'S S.p.A Internal Address: Street Address: Via Filippo Della Valle 1 City: SANTEL PIDIO A MARE (Forms)	
1. Diego DELLA VALLE 2. Lucia OCCHIONI Additional name(s) of conveying party(ics) Additional name(s) of conveying party(ics)	
Lucia OCCHIONI Street Address: Via Filippo Della Valle 1 Additional name(s) of conveying name(ins)	
Additional name(s) of conveying name(ins) Additional name(s) of conveying name(ins)	
Additional name(a) of communing name(ina)	
attached? State: Italy ZIP: I-63019	
() Yes (X) No	_
Additional name(s) of receiving party(ies) attached	?
3. Nature of conveyance: () Yes (X) No	
(X) Assignment () Security Agreement () Merger () Change of Name	
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4. US of PCT Application number(s) or US Patent	
Execution Date: (List as in section 1 if multiple number(s):	
1. July 6 2010 (X) Patent Application No.: 29/364,341 Filing Date: June 22, 2010	
Additional numbers attached?	
`() Yes (X) No	
5. Party to whom correspondence concerning document should be mailed: 6. Total number of applications and patents involved: one	
Customer No. 20,995	
Address: Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14 th Floor Irvine, CA 92614 Return Fax: (949) 760-9502	
Attorney's Docket No.: JACBA117.063DUS	
7. Total fee (37 CFR 1.21(h)): \$40 8. Deposit account number: 11-1410	н
(X) Authorized to be charged to deposit account Please charge this account for any additional fees which may be required, or credit any overpayment to this account.	
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> PATENT REEL: 024941 FRAME: 0176

PATENT

Application No.: 29/364341
Filing Date: June 22, 2010

Attorney Docket: JACBA 117.063DUS

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ASSIGNMENT

WHEREAS, I/We, Diego DELLA VALLE, an Italian citizen, residing in SANT'ELPIDIO A MARE (Fermo), Italy and Lucia OCCHIONI, an Italian citizen, residing in Via Filippo Della Valle 1, I-63019 SANT'ELPIDIO A MARE (Fermo) Italy

(hereinafter "ASSIGNOR") have invented certain new, useful, and ornamental improvements in 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 _29/364341____, filed _June_22,_2010____) the filing date and application number of said Application when known];

AND WHEREAS, TOD'S S.p.A. (hereinafter "ASSIGNEE"), 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, 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 _6th day of _July ____, 2010

PATENT REEL: 024941 FRAME: 0177

PATENT

Application No.:

29/364341

Filing Date:

June 22, 2010

Attorney Docket: JACBA 117.063DUS

Page 2 of 2

Diego DELLA VALLE

Witnessed by

IN TESTIMONY WHEREOF, I hereunto affix my signature and intend to be legally bound this

6th day of

1 40/10

Witnessed by

7644399 081309

PATENT

REEL: 024941 FRAME: 0178

RECORDED: 09/03/2010