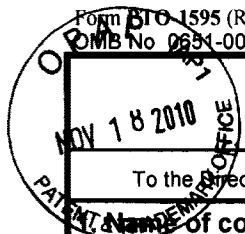


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To the Director of the U S Patent an

documents or the new address(es) below

1. Name of conveying party(ies)

GUCCI GROUP N V

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) November 10, 2010

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

2. Name and address of receiving party(ies)

Name: Stella McCartney Limited

Internal Address: _____

Street Address Peake House

92 Golborne Road

City London

State: _____

Country: United Kingdom Zip W10 5PS

Additional name(s) & address(es) attached? Yes No

4. Application or patent number(s):

A Patent Application No (s)
29/349,698

This document is being filed together with a new application
B Patent No.(s)

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name Charles T J Weigell, Esq

Internal Address: _____

Fross Zelnick Lehrman & Zissu, P C

Street Address: 866 United Nations Plaza

City: New York

State New York Zip 10017

Phone Number 212-813-5900

Fax Number: 212-813-5901

Email Address: cweigell@frosszelnick.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1 21(h) & 3 41) \$ 40 00

- Authorized to be charged by credit card
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a Credit Card Last 4 Numbers _____
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11/24/2010 11/24/2010 00000017 230825 29349698

Authorized User Name Fross Zelnick Lehrman & Z

9. Signature:

November 18, 2010
Date

Charles T J Weigell, Esq Reg No. 43,398
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents

2

ASSIGNMENT

THIS ASSIGNMENT (the "Assignment") dated as of 10 November 2010 (the "Effective Date") is made by and between GUCCI GROUP N.V. ("Assignor"), a public limited liability company organized and existing under the laws of the Netherlands, having its registered office at Amstelplein 1 Rembrandt, 1096HA Amsterdam, the Netherlands, and Stella McCartney Limited ("Assignee"), a limited liability company organized and existing under the laws of the England and Wales, and having a place of business at Peake House, 92 Golborne Road, London W10 5PS, United Kingdom.

WHEREAS, Assignor may have acquired certain rights, title, and/or interests to a new, original, and ornamental design for a


CHAIN TRIM DETAIL FOR HANDBAGS AND THE LIKE

as described and set forth in U.S. Patent Application No. 29/349,698, preparatory to obtaining Design Letters Patent of the United States therefor; and

WHEREAS, Assignee is desirous of affirming its claim to the entire right, title, and interest in and to said invention, said application, and any Letters Patent which may be granted therefor or thereupon, together with any and all divisions, continuations, reissues and extensions thereof:

NOW, THEREFORE, to all whom it may concern, be it known that, for and in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over, unto the Assignee, its successors and assigns, whatever rights, title and/or interests in and to said invention, application it may hold, and any Letters Patent which may be granted therefor or thereupon, together with any and all divisions, continuations, reissues and extensions thereof, all foreign rights to said invention, and all rights under the International Convention in respect to said invention and application. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks to issue any Letters Patent which may be granted for or upon said invention or applications unto the Assignee, its successors and assigns, in accordance with this assignment.

10 November 2010
(Date)


(Signature)