

Client Code: JACBA117.069DUS

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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 2. Monica CHIOZZI</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. <b>Internal Address:</b> <b>Street Address:</b> Via Filippo Della Valle 1 <b>City:</b> SANT'ELPIDIO A MARE (Fermo) <b>State:</b> Italy <b>ZIP:</b> I-63019</p>
<p>3. Nature of conveyance:</p> <p>(X) Assignment ( ) Security Agreement ( ) Merger ( ) Change of Name ( ) Other:</p> <p>Execution Date: (List as in section 1 if multiple signatures)</p> <p>1. December 6, 2010 2. December 6, 2010</p>	<p>Additional name(s) of receiving party(ies) attached?</p> <p>( ) Yes (X) No</p> <p>4. US or PCT Application number(s) or US Patent number(s):</p> <p>(X) Patent Application No.: 29/377,471 Filing Date: October 21, 2010</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</p> <p><b>Address:</b> Knobbe, Martens, Olson &amp; Bear, LLP 2040 Main Street, 14<sup>th</sup> Floor Irvine, CA 92614</p> <p><b>Return Fax:</b> (949) 760-9502</p> <p><b>Attorney's Docket No.:</b> JACBA117.069DUS</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> Name of Person Signing</p> <p><u>52,648</u> Registration No.</p> <p><u>Nira Brand</u> Signature</p> <p><u>Dec. 30, 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:

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**PATENT**  
**REEL: 025607 FRAME: 0313**

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Application No.: 29/377471  
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PATENT  
Attorney Docket: JACBA 117.069DUS  
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### ASSIGNMENT

WHEREAS, I/We, Diego DELLA VALLE, an Italian citizen, residing in SANT'ELPIDIO A MARE (Fermo), Italy and Monica CHIOZZI, an Italian citizen, residing in SANT'ELPIDIO A MARE (Fermo), Italy

(hereinafter "ASSIGNOR") have invented certain new, useful, and ornamental improvements in "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 29/377471, filed October 21, 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.

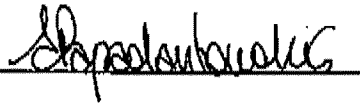
IN TESTIMONY WHEREOF, I hereunto affix my signature and intend to be legally bound this 06th day of December, 2010

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\_\_\_\_\_  
Diego DELLA VALLE

Witnessed by

  
\_\_\_\_\_  
IN TESTIMONY WHEREOF, I hereunto affix my signature and intend to be legally bound this  
06th day of December, 2010.

  
\_\_\_\_\_  
Monica CHIOZZI

Witnessed by

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