PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Christopher J. Mahoney	01/07/2011

RECEIVING PARTY DATA

Name:	Saucony, Inc.			
Street Address:	191 Spring Street			
Internal Address:	P.O. Box 9191			
City:	Lexington			
State/Country:	MASSACHUSETTS			
Postal Code:	02420-9191			

PROPERTY NUMBERS Total: 1

Property Type	Number		
Application Number:	12987708		

CORRESPONDENCE DATA

Fax Number: (248)566-8471

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2485668470

Email: jkrumpe@honigman.com

Correspondent Name: Brett A. Krueger

Address Line 1: 38500 Woodward Avenue, Suite 100
Address Line 4: Bloomfield Hills, MICHIGAN 48304-5048

ATTORNEY DOCKET NUMBER: 225912-306440

NAME OF SUBMITTER: Brett A. Krueger

Total Attachments: 3 source=440001#page1.tif source=440001#page2.tif source=440001#page3.tif

PATENT

REEL: 025617 FRAME: 0964

\$40.00

Attorney Docket No.: 225912-306440

ASSIGNMENT BY INVENTOR

THIS ASSIGNMENT, made by Christopher J. Mahoney, of 27 Commerford Rd., Concord, Massachusetts 01742 (hereinafter referred to as Assignor);

	WHEREA	S, Assignor	has i	invented	l certain new and useful improvements which
are subject	of a design	application	for L	etters P	Patent signed by me, entitled ARTICLES OF
FOOTWE	AR, filed	January	10,	2011	, and assigned U.S. Serial
Number _	12/98770	8			and I authorize and request the attorneys
appointed	in said appli	ication to he	reafte	er comp	lete this assignment by inserting above the
filing date	and serial n	umber of sa	id ap	plicatio	n when known; and

WHEREAS, Saucony, Inc., a corporation of Massachusetts, having a place of business at 191 Spring Street, P.O. Box 9191, Lexington, MA 02420-9191 (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said inventions and said application for Letters Patent, and in any and all United States and foreign patents, utility models, and design registrations to be obtained therefore and thereon.

NOW, THEREFORE, for valuable consideration, the receipt of which is hereby acknowledged, Assignor has sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and application for Letters Patent, and in and to any and all direct and indirect divisions, continuations and continuations-in-part of said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filling date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes, the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

PATENT REEL: 025617 FRAME: 0965

Attorney Docket No.: 225912-306440

AND for the same consideration, Assignor hereby represents and warrants to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignor is the sole and lawful owner of the entire right, title and interest in and to the said inventions and application for Letters Patent above-mentioned, and that the same are unencumbered and that Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, Assignor hereby covenants and agrees to and with Assignee, its successors, legal representatives and assigns, that Assignor authorizes the Assignee to apply in all countries in Assignor's name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and that Assignor will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise: that any proceeding in connection with said inventions, or said application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said inventions in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

AND Assignor hereby requests the Commissioner of Patent and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee of said inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

AND Assignor hereby grants the following individuals the power to insert on this Assignment any further identification which may be necessary or desirable in order to

PATENT REEL: 025617 FRAME: 0966

Attorney Docket No.: 225912-306440

comply with the rules of the United States Patent and Trademark Office for recordation of this document:

HONIGMAN MILLER SCHWARTZ AND COHN LLP

All practitioners at Customer Number 44200

AND Assignor acknowledges an obligation of assignment of this invention to Assignee at the time the invention was made.

01/07/2011 Date

Christopher I. Mahoney

Witness:

Data

Jignaturo

Print Name of Witness

PATENT REEL: 025617 FRAME: 0967

RECORDED: 01/11/2011