

Client Code: JACBA117.074DUS **RECORDATION FORM COVER SHEET**
PATENTS ONLY

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>Diego DELLA VALLE 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>TOD'S S.p.A. Via Filippo Della Valle 1 I-63019 SANTELPIDIO A MARE (Fermo) Italy</p> <p>Additional name(s) of receiving party(ies) attached?</p> <p>() Yes (X) No</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>July 11, 2011 for both inventors</p>	<p>4. US or PCT Application number(s) or US Patent number(s):</p> <p>(X) Patent Application No.: 29/392534 Filing Date: May 23, 2011</p> <p>Additional numbers attached?</p> <p>() Yes (X) No</p>
<p>5. Party to whom correspondence concerning document should be mailed:</p> <p>Customer No. 20,995</p> <p>Address: Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14th Floor Irvine, CA 92614</p> <p>Return Fax: (949) 760-9502</p> <p>Attorney's Docket No.: JACBA117.074DUS</p>	<p>6. Total number of applications and patents involved: 1</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>Nira Brand</u> Signature</p> <p><u>July 29, 2011</u> Date</p> <p>52,648 Registration No.</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:

Mail Stop Assignment Recordation Services
 Director, U.S. Patent and Trademark Office
 P.O. Box 1450
 Alexandria, VA 22313-1450
Facsimile Number: (571) 273-0140

11657490
072811

700468436

PATENT
REEL: 026678 FRAME: 0238

CH \$40.00 111410 29392534

Application No.: 29/392534
Filing Date: May 23, 2011

PATENT
117.074DUS
Attorney Docket: JACBA
Page 1 of 2

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 29/392534, filed May 23, 2011) 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.

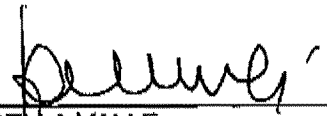
AND ASSIGNOR DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue 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 11th day of July, 2011

Application No.: 29/392534
Filing Date: May 23, 2011

PATENT
Attorney Docket: JACBA117.074DUS
Page 2 of 2



Diego DELLA VALLE

Witnessed by 

IN TESTIMONY WHEREOF, I hereunto affix my signature and intend to be legally bound this
11th day of July, 2011.



Monica CHIOZZI

Witnessed by 

7644399
081309