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DEPARTMENT OF COMMERCE
Patent and Trademark Office



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RECORDATION
PAT

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Emma Brierley

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

2. Name and address of receiving party(ies)

Name: FitFlop Limited

Internal Address: _____

Street Address: 210 New King's Road

5th Floor

City: London

State: _____

Country: England

Zip: SW6 4NZ

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

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

Execution Date(s) June 30, 2011

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

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)
29/373,865

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
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 230825

Authorized User Name Fross Zelnick Lehrman & Z

9. Signature:

Signature

August 4, 2011

Date

Charles T. J. Weigell, Esq. Reg. No. 43,398

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 29373865

Documents to be recorded (including cover sheet) should be faxed to 571-282-1440, or mailed to
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

PATENT
REEL: 026766 FRAME: 0849

ASSIGNMENT

WHEREAS, I, EMMA BRIERLEY ("Assignor"), a citizen of United Kingdom, have invented a new, original, and ornamental design for

FOOTWEAR (FROU)

as described or intended to be described and set forth in Application Number 29/373,865, filed May 31, 2011, preparatory to obtaining Design Letters Patent of the United States therefor; and

WHEREAS, FitFlop Limited ("Assignee"), a limited partnership operating and existing under the laws of the United Kingdom, having a place of business at 210 New King's Road, 5th Floor, London SW6 4NZ, England, is desirous of acquiring 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, the entire right, title and interest in and to said invention, design application executed of even date herewith, and any Letters Patent which may be granted therefor or thereupon, together with any and all divisions, continuations, reissues and extensions thereof, all my foreign rights to said invention, and all my rights under the International Convention in respect to said invention and application. And I hereby agree to communicate to the Assignee or its representatives any facts known to me respecting said invention and improvements, to testify in any legal proceeding relating thereto, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and in addition to execute any and all documents that may be required in order that the Assignee may make application for Letters Patent on said invention in foreign countries in its own name. And I do hereby authorize and request 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.

Assignor hereby authorizes and requests my appointed attorneys to insert above the application number and filing date of said application when known.

30.06.11
(Date)


(Signature)