

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Andrea DELLA VALLE	08/05/2011
Sylvie BOURDIN	08/05/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	TOD'S S.p.A.
<b>Street Address:</b>	Via Filippo Della Velle 1
<b>City:</b>	SANT'ELPIDIO A MARE (Fermo)
<b>State/Country:</b>	ITALY
<b>Postal Code:</b>	I-63019
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29394905
<b>CORRESPONDENCE DATA</b>	
Fax Number: (949)760-9502 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 9497600404 Email: efilings@kmob.com Correspondent Name: KNOBBE, MARTENS, OLSON & BEAR Address Line 1: 2040 MAIN STREET Address Line 2: 14TH FLOOR Address Line 4: IRVINE, CALIFORNIA 92614	
<b>ATTORNEY DOCKET NUMBER:</b>	JACBA117.083DUS
<b>NAME OF SUBMITTER:</b>	Nira Brand
Total Attachments: 2 source=ASSIGNMENT#page1.tif source=ASSIGNMENT#page2.tif	

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**PATENT**  
 REEL: 026859 FRAME: 0585

Application No.: 29/394905  
Filing Date: 6/22/2011

**PATENT**  
Attorney Docket: JACBA117.083DUS  
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### ASSIGNMENT

WHEREAS, I/We, Andrea DELLA VALLE, an Italian citizen, residing in SANT'ELPIDIO A MARE (Fermo), Italy and Sylvie BOURDIN, a French citizen, residing in SANT'ELPIDIO A MARE (Fermo), Italy

(hereinafter "ASSIGNOR") have invented certain new, useful, and ornamental improvements in "Shoe" 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 29/394905, filed June 22, 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 5th day of August, 2011

Application No.: 29/394905  
Filing Date: 6/22/2011

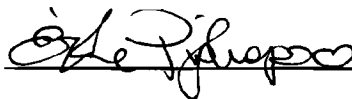
PATENT  
Attorney Docket: JACBA117.083DUS  
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\_\_\_\_\_  
Andrea DELLA VALLE

Witnessed by   
\_\_\_\_\_

IN TESTIMONY WHEREOF, I hereunto affix my signature and intend to be legally bound this  
\_\_\_\_ 5th day of \_\_\_\_\_ August \_\_\_\_\_, 2011.

  
\_\_\_\_\_  
Sylvie BOURDIN

Witnessed by   
\_\_\_\_\_

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