

**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
Andrea VICO	08/05/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	TOD'S S.p.A.
<b>Street Address:</b>	Via Filippo Della Valle 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>	29394899
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	JACBA117.082DUS
<b>NAME OF SUBMITTER:</b>	Nira Brand
<b>Total Attachments: 2</b> source=82#page1.tif source=82#page2.tif	

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Application No.: 29/394899  
Filing Date: June 22, 2011

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Attorney Docket: JACBA 117.082DUS  
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### ASSIGNMENT

WHEREAS, I/We, Andrea DELLA VALLE, an Italian citizen, residing in SANT'ELPIDIO A MARE (Fermo), Italy and Andrea VICO, an Italian 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 29/394899, 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.

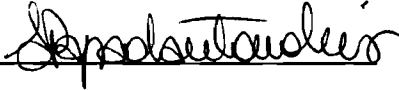
AND ASSIGNOR DOES HEREBY covenant and agree that we will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, 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.: 29/394899  
Filing Date: June 22, 2011


**PATENT**  
Attorney Docket: JACBA117.082DUS  
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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.

  
\_\_\_\_\_  
Andrea VICO

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

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