

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Dino GIUSTI	01/31/2012
RECEIVING PARTY DATA	
Name:	GI. DI. MECCANICA S.P.A.
Street Address:	Via Toniolo 29
City:	Vazzola, Treviso
State/Country:	ITALY
Postal Code:	I-31028
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13388678
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Correspondent Name:	Oblon, Spivak, et al.
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Address Line 4:	Alexandria, VIRGINIA 22314
ATTORNEY DOCKET NUMBER:	393359US28PCT
NAME OF SUBMITTER:	Adel Samuel
Total Attachments: 2 source=393359USAssignment#page1.tif source=393359USAssignment#page2.tif	

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1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to understand the preferences and behaviors of potential customers.

2. Once a market need is identified, the next step is to develop a concept. This involves brainstorming ideas and creating a prototype that demonstrates the basic functionality of the product.

3. The third step is to conduct a feasibility study. This involves evaluating the technical, financial, and operational aspects of the product to determine if it is viable for production.

4. If the feasibility study is successful, the next step is to develop a business plan. This involves outlining the marketing, sales, and distribution strategies for the product.

5. The final step is to launch the product. This involves manufacturing the product, distributing it to retailers, and promoting it to the target market.

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(Application No. 13/388,678, filed February 3, 2012), and

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(hereinafter referred to as "ASSIGNEE") having a place of business at: Via Toniolo 29, Vazzola, Treviso I-31028,  
Italy is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent  
that may be granted therefore in the United States and its territorial possessions and in any and all foreign countries;

NOW, THEREFORE, in consideration of the sum of FIVE DOLLARS (\$5.00), the receipt whereof is hereby acknowledged, and for other good and valuable consideration, I (WE), by these presents do sell, assign and transfer unto said ASSIGNEE, the full and exclusive right to the said invention in the United States and its territorial possessions and in all foreign countries (including the right to claim priority under the terms of the International Convention and other relevant International Treaties and Arrangements from the aforesaid application(s)) and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States and its territorial possessions and in any and all foreign countries and in and to any and all divisions, reissues, continuations, substitutions and renewals thereof.

I (WE) hereby authorize and request the Patent Office Officials in the United States and its territorial possessions and any and all foreign countries to issue any and all of said Letters Patent, when granted, to said ASSIGNEE as the assignee of my (our) entire right, title and interest in and to the same, for the sole use and behoof of said ASSIGNEE, its (his) successors and assigns, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held by me (us) had this Assignment and sale not been made.

**PATENT**  
**REEL: 027671 FRAME: 0471**

Further, I (WE) agree that I (WE) will communicate to said ASSIGNEE or its (his) representatives any facts known to me (us) respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letters Patent to be issued to said ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid said ASSIGNEE, its (his) successors and assigns, to obtain and enforce proper protection for said invention in the United States and its territorial possessions and in any and all foreign countries.

The undersigned hereby grant(s) the firm of Oblon, Spivak, McClelland, Maier & Neustadt, L.L.P. of 1940 Duke Street, Alexandria, Virginia 22314 the power to insert on this assignment any further identification, including the application number and filing date, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Date: 31st. 2012

(Signature of Inventor)

Dino GIUSTI

Date: \_\_\_\_\_

(Signature of Inventor)

Date: \_\_\_\_\_

(Signature of Inventor)

Date: \_\_\_\_\_

(Signature of Inventor)

Date: \_\_\_\_\_

(Signature of Inventor)

Date: \_\_\_\_\_

(Signature of Inventor)

**OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, L.L.P.**  
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