

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Andrea DELLA VALLE</td> <td>06/19/2012</td> </tr> <tr> <td>Francesco CELIN</td> <td>06/19/2012</td> </tr> </tbody> </table>		Name	Execution Date	Andrea DELLA VALLE	06/19/2012	Francesco CELIN	06/19/2012				
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<table border="1"> <tr> <td>Name:</td> <td>TOD'S S.p.A.</td> </tr> <tr> <td>Street Address:</td> <td>Via Filippo Della Valle 1</td> </tr> <tr> <td>City:</td> <td>SANT'ELPIDIO A MARE (Fermo)</td> </tr> <tr> <td>State/Country:</td> <td>ITALY</td> </tr> <tr> <td>Postal Code:</td> <td>I-63811</td> </tr> </table>		Name:	TOD'S S.p.A.	Street Address:	Via Filippo Della Valle 1	City:	SANT'ELPIDIO A MARE (Fermo)	State/Country:	ITALY	Postal Code:	I-63811
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: 9497609502 Phone: 9497600404 Email: efiling@knobbe.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Knobbe Martens Address Line 1: 2040 Main Street Address Line 2: 14th Floor Address Line 4: Irvine, CALIFORNIA 92614</p>											
ATTORNEY DOCKET NUMBER:	JACBA117.104DUS										
NAME OF SUBMITTER:	Nira Brand										
Total Attachments: 2 source=Assignment_JACBA117_104DUS#page1.tif source=Assignment_JACBA117_104DUS#page2.tif											

OP \$40.00 29422626

Application No.: 29/422626
Filing Date: May 22, 2012

Attorney Docket: JACBA^{117.104DUS}
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ASSIGNMENT

WHEREAS, We,

Andrea DELLA VALLE an Italian citizen, residing in SANT'ELPIDIO A MARE (Fermo) Italy and
Francesco CELIN, an Italian citizen, residing in VENEZIA (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 29/422626, filed
May 22, 2012) the filing date and application number of said Application
when known];

AND WHEREAS, TOD'S S.p.A., an Italian Joint Stock Company, with its principal place
of business at Via Filippo Della Valle 1, I-63811 SANT'ELPIDIO A MARE (Fermo) Italy,

(hereinafter "ASSIGNEE"), 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.

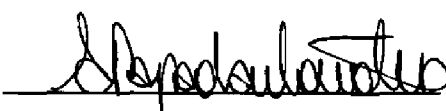
PATENT

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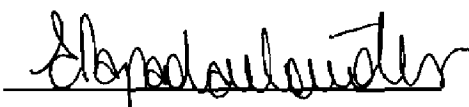
IN TESTIMONY WHEREOF, I hereunto affix my signature and intend to be legally
bound this 19th day of June, 2012


Andrea DELLA VALLE

Witnessed by 

IN TESTIMONY WHEREOF, I hereunto affix my signature and intend to be legally
bound this 19th day of June, 2012.


Francesco CELIN

Witnessed by 

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