

PATENT ASSIGNMENT

Electronic Version v1.1
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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>06/27/2012</td> </tr> <tr> <td>Nicole BRUNDAGE</td> <td>06/27/2012</td> </tr> </tbody> </table>		Name	Execution Date	Andrea DELLA VALLE	06/27/2012	Nicole BRUNDAGE	06/27/2012
Name	Execution Date						
Andrea DELLA VALLE	06/27/2012						
Nicole BRUNDAGE	06/27/2012						
RECEIVING PARTY DATA							
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						
PROPERTY NUMBERS Total: 1							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29422635</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29422635		
Property Type	Number						
Application Number:	29422635						
CORRESPONDENCE DATA							
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>							
Correspondent Name:	Knobbe Martens						
Address Line 1:	2040 Main Street						
Address Line 2:	14th Floor						
Address Line 4:	Irvine, CALIFORNIA 92614						
ATTORNEY DOCKET NUMBER:	JACBA117.111DUS						
NAME OF SUBMITTER:	Nira Brand						
Total Attachments: 2 source=Assignment_JACBA117_111DUS#page1.tif source=Assignment_JACBA117_111DUS#page2.tif							

OP \$40.00 29422635

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PATENT

Application No.: 29/422635
Filing Date: May 22, 2012

Attorney Docket: JACBA 117.111DUS
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ASSIGNMENT

WHEREAS, We,

Andrea DELLA VALLE an Italian citizen, residing in SANT'ELPIDIO A MARE (Fermo) Italy, and Nicole BRUNDAGE, a U.S. citizen, residing in SAN ANTONIO, Texas, U.S.A.

(hereinafter "ASSIGNOR") have invented certain new, useful, and ornamental improvements in "Shoe sole" 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 29/422635, filed May 22, 2012) the filing date and application number of said Application when known];

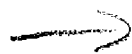
AND WHEREAS, TOD'S S.p.A., an Italian Joint Stock Company, with its principal place of business at Via Filippo Della Valle 1, I-63811 SANT'ELPIDIO A MARE (Fermo) Italy,

(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

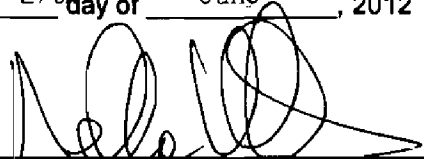


Application No.: 29/422635
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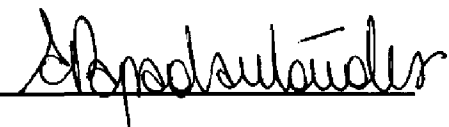
Attorney Docket: JACBA 117.111DUS
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do everything possible to aid said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

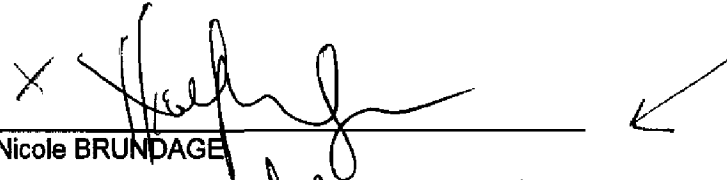
IN TESTIMONY WHEREOF, I hereunto affix my signature and intend to be legally bound this
27th day of June, 2012



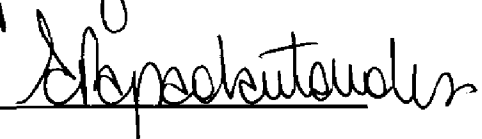
Andrea DELLA VALLE

Witnessed by 

IN TESTIMONY WHEREOF, I hereunto affix my signature and intend to be legally bound this 27th day of June, 2012.



Nicole BRUNDAGE

Witnessed by 

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