

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Innovia Technology Ltd. | 08/28/2012 |
| RECEIVING PARTY DATA | |
| Name: | VF Jeanswear Limited Partnership |
| Street Address: | 300 N. Elm Street |
| City: | Greensboro |
| State/Country: | NORTH CAROLINA |
| Postal Code: | 27401 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 13489814 |
| CORRESPONDENCE DATA | |
| Fax Number: | |
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| <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: | MacCord Mason PLLC |
| Address Line 1: | PO Box 2974 |
| Address Line 4: | Greensboro, NORTH CAROLINA 27402 |
| ATTORNEY DOCKET NUMBER: | 200-060 |
| NAME OF SUBMITTER: | Donna Cottelli |
| Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif | |

CH \$40.00 13489814

ASSIGNMENT

This Assignment is made by Innovia Technology Ltd , duly organized and existing under the laws of England, (hereinafter referred to as "ASSIGNOR"), and having a place of business at St. Andrew's House, St. Andrew's Road, Cambridge CB4 1DL, United Kingdom; and

WITNESSETH: That;

WHEREAS, ASSIGNOR is the co-owner of U.S. Patent Application Serial No. 13/489,814 (the '814 Application") filed June 6, 2012, entitled **BOTTOM GARMENT HAVING IMPROVED TUMMY CONTROL**, (which claims the benefit of US Provisional Application No. 61/494,700 filed June 8, 2011); and

WHEREAS, ASSIGNOR warrants that it is the co-owner of 100% of the entire right, title, and interest in and to the '814 Application and the inventions described therein, and ASSIGNOR has not assigned or otherwise transferred any rights in the '814 Application or the inventions described therein; and

WHEREAS, VF Jeanswear Limited Partnership, a limited partnership duly organized and existing under the laws of the State of Delaware and having a principal place of business at 300 N. Elm Street, Greensboro, North Carolina 27401, (hereinafter referred to as "ASSIGNEE") is desirous of acquiring ASSIGNOR's entire right, title and interest in and to the inventions as described in the specification of the '814 Application (hereinafter referred to as the "Invention"), and any and all Letters Patent of the United States and foreign countries which shall be granted therefor.

NOW, THEREFORE, To All Whom It May Concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR, has sold, assigned, transferred and set over unto ASSIGNEE, its successors and assigns, ASSIGNOR's entire right, title and interest in and to the above-mentioned application and invention

and in and to any and all Letters Patent of the United States which may be granted therefor, and in any and to any and all continuations, continuations-in-part, substitutions, divisions or reissues of said Letters Patent, the same to be held and enjoyed by ASSIGNEE, for its interest, and for its own use and behalf, and the use and behalf of its 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 and enjoyed by ASSIGNOR had this assignment and sale not been made.

And for the consideration aforesaid, ASSIGNOR hereby covenants and agrees to and with ASSIGNEE, its successors and assigns, that at the time of the execution and delivery of these presents, ASSIGNOR is the lawful owner of ASSIGNOR'S entire right, title and interest in and to the '814 Application and that the same is unencumbered, and that ASSIGNOR has good right and lawful authority to sell and convey the same in the manner herein set forth.

And for the consideration aforesaid, ASSIGNOR hereby covenants and agrees to and with ASSIGNEE, its successors and assigns that ASSIGNOR will, whenever its counsel or the counsel of its successors and assigns, learned in the law, shall advise that an amendment, division, continuation, continuation-in-part, or substitution of, or any other proceeding in connection with said application or other related application, including interference proceedings, is lawful and desirable, sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for the procurement of valid Letters Patent for said Invention, or for the reissue of the same without charge to ASSIGNEE, its successors or assigns, but at its or their expense.

ASSIGNOR does hereby request the Commissioner for Patents to issue the Letters Patent in accordance with this instrument.

For the consideration aforesaid, ASSIGNOR has sold, assigned, transferred and set over, and by these presents does sell, assign, transfer and set over unto ASSIGNEE, its successors, assigns or nominees, ASSIGNOR'S entire right, title and interest in and to any and all Letters Patent for said Invention which may be granted in countries foreign to the United States and in and

to any applications for Letters Patent which may be filed for said Invention in countries foreign to the United States; and ASSIGNOR does hereby authorize and empower ASSIGNEE, its successor, assigns or nominees to apply for Letters Patent or other form of protection on said Invention in its own name or in the name of its successor, assignee, or nominee, in any and all countries where it may desire to file such application and where said application may be filed by another than the inventor; and ASSIGNOR hereby covenants and agrees to sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for procurement of Letters Patent, or other form of protection, for said Invention in countries foreign to the United States, and for further investing or confirming the right and title therein to ASSIGNEE, its successor, assignee, or nominee, without charge to ASSIGNEE, its successor, assignee or nominee, but at its or their expense.

INNOVIA TECHNOLOGY LTD



Julian Scarfe
Director

Date: AUG 28, 2012