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PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Elena IACHINI	08/13/2012

RECEIVING PARTY DATA

Name:	STRATEGIA SOCIETA A RESPONSIBILITA LIMITATA
Street Address:	Via Enzo Ferrari 17
City:	Civitanova Marche (MC)
State/Country:	ITALY
Postal Code:	62012

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29430413

CORRESPONDENCE DATA

Fax Number: 7132234873

Phone: 713-224-8080 ext 250

Email: lawclerk@egbertlawoffices.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

via US Mail.

Correspondent Name: Egbert Law Offices PLLC
Address Line 1: 1314 Texas Avenue, 21st Floor

Address Line 2: Attn: Kevin W. McDaniel Address Line 4: Houston, TEXAS 77002

ATTORNEY DOCKET NUMBER:	2809-1

NAME OF SUBMITTER: Kevin McDaniel

Total Attachments: 2

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PATENT REEL: 028918 FRAME: 0744 OP \$40.00 29430413

ASSIGNMENT OF APPLICATION FOR PATENT.

WHEREAS:

NAME(S) AND ADDRESS(ES) OF ASSIGNOR(S)

Elena IACHINI

Citizenship: Italy

Residence: Via Ca

Via Calatafimi 60, 62012 CIVITANOVA MARCHE (MC)

Italy

(hereinafter referred to as ASSIGNOR), have invented and own a certain invention entitled:

SHOE

for which application for Letters Patent of the United States

has been filed on August 24, 2012

PARTICULARS OF APPLICATION

29/430413

under Serial No._____, and

WHEREAS:

NAME(S) AND ADDRESS(ES) OF ASSIGNEE(S)

STRATEGIA SOCIETA A RESPONSABILITA LIMITATA

Address:

Via Enzo Ferrari 17

62012 CIVITANOVA MARCHE (MC)

Italy

(hereinafter referred to as ASSIGNEE), is desirous of acquiring the 100% interest in, to and under said invention and the United States Letters Patent to be obtained therefor:

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE 100% of the full and exclusive right, title and interest to said invention and all Letters Patent of the United States to be obtained therefor on said application or any utility, continuation, division, renewal, substitute or reissue thereof for the full term of terms for which the same may be granted.

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ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale;

ASSIGNOR further covenants that ASSIGNEE will, upon their request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters. Patent as may be known and accessible to ASSIGNOR and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain and enforce said application, said invention and said Letters Patent which may be necessary or desirable to carry out the purposes hereof.

IN WITNESS WHEREOF, have hereunto set hand and seal

this day of

FULL NAMES OF INVENTOR(S)

RECORDED: 09/06/2012

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