

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Saucony, Inc.	10/09/2012

RECEIVING PARTY DATA

Name:	Saucony IP Holdings LLC
Street Address:	9341 Courtland Drive NE
City:	Rockford
State/Country:	MICHIGAN
Postal Code:	49351

PROPERTY NUMBERS Total: 31

Property Type	Number
Application Number:	29360761
Application Number:	29378989
Application Number:	12987708
Application Number:	29382967
Application Number:	13008659
Application Number:	61314275
Application Number:	13042208
Application Number:	29391546
Application Number:	29393822
Application Number:	13169498
Application Number:	13186222
Application Number:	13186233
Application Number:	29400474
Application Number:	61433771
Application Number:	13240130

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Application Number:	29410191
Application Number:	61701036
Application Number:	12942323
Application Number:	29378737
Application Number:	29378979
Application Number:	29389160
Application Number:	29390396
Application Number:	11435668
Application Number:	08331142
Application Number:	08349405
Application Number:	08582681
Application Number:	08782560
Application Number:	08926813
PCT Number:	US2012056187
PCT Number:	US2011061816
PCT Number:	US2012046149

CORRESPONDENCE DATA

Fax Number: 2485668437
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2485668470
Email: odudley@honigman.com
Correspondent Name: Honigman Miller Shwartz and Cohn LLP
Address Line 1: 350 E. Michigan Avenue
Address Line 2: Suite 300
Address Line 4: Kalamazoo, MICHIGAN 49304

ATTORNEY DOCKET NUMBER:	225912-316757
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NAME OF SUBMITTER:	Brett A Krueger
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Total Attachments: 5
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ASSIGNMENT

WHEREAS, Saucony, Inc., a corporation organized under the laws of the State of Massachusetts, having a place of business at 191 Spring Street, P.O. Box 9191, Lexington, MA 02420-9191 (“ASSIGNOR”), is the owner of the entire right, title and interest in and to the patents and/or patent applications listed in the attached Schedule A (“PATENTS AND PATENT APPLICATIONS”).

WHEREAS, Saucony IP Holdings LLC, a corporation organized under the laws of the State of Delaware, having a place of business at 9341 Courtland Drive NE, Rockford, MI, 49351 (“ASSIGNEE”), desires to obtain the entire right, title and interest in and to the PATENTS AND PATENT APPLICATIONS.

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR has sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto ASSIGNEE the entire right, title and interest, in and to the PATENTS AND PATENT APPLICATIONS, and all rights of enforcement thereto, including all rights to sue or recover for the past infringement thereof, and further including the right to file and prosecute in its own name, wherever so permitted by law, patent applications, including corresponding applications, based on the PATENTS AND PATENT APPLICATIONS, and to claim priority to the PATENTS AND PATENT APPLICATIONS pursuant to the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes. ASSIGNEE may apply for and receive patents in its own name wherever so permitted by law and ASSIGNOR shall, when requested by ASSIGNEE, execute or cause to be executed all rightful oaths, assignments, and powers of attorney to ASSIGNEE or to agents and legal representatives of ASSIGNEE, and all other papers necessary and proper to carry out the intent and purpose of this Assignment, and ASSIGNOR further agrees:

a. to execute all papers necessary in connection with the PATENTS AND PATENT APPLICATIONS, and any continuing, divisional, reissue, reexamination or other corresponding application thereof and to execute any separate Assignment in connection with such application as ASSIGNEE may deem necessary or expedient; and

b. to perform all affirmative acts which may be necessary to obtain a grant of a valid patent to ASSIGNEE on any of the PATENTS AND PATENT APPLICATIONS and on any continuation, division, reissue or reexamination of any of the PATENTS AND PATENT APPLICATIONS.

ASSIGNOR retains no ownership rights in the patent applications, the patents, the inventions, and the rights transferred to ASSIGNEE hereunder.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized representative on this 9th day of October, 2012.

Saucony, Inc.

By: Timothy E. Foley

Name: Timothy E. Foley

Title: Assistant Secretary

Date: October 9, 2012

State of Michigan

County of Kent

On October 9, 2012, before me personally appeared Timothy E. Foley, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Michigan that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

(Seal)

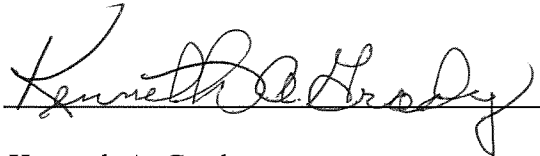
Stephanie J. Hieshetter
Notary Public



STEPHANIE J. HIESHETTER
NOTARY PUBLIC, STATE OF MI
COUNTY OF KENT
MY COMMISSION EXPIRES Mar 6, 2015
ACTING IN COUNTY OF Kent

ASSIGNEE hereby accepts receipt of the entire right, title and interest in and to the PATENTS AND PATENT APPLICATIONS.

Saucony IP Holdings LLC

By: 

Name: Kenneth A. Grady

Title: Vice President & Assistant Secretary

Date: October 9, 2012

State of Michigan

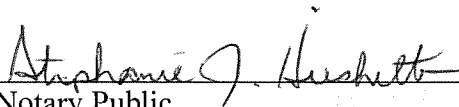
County of Kent

On October 9, 2012, before me personally appeared Kenneth A. Grady, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Michigan that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

(Seal)


Notary Public

STEPHANIE J. HIESHETTER
NOTARY PUBLIC, STATE OF MI
COUNTY OF KENT
MY COMMISSION EXPIRES Mar 6, 2015
ACTING IN COUNTY OF Kent



Schedule A

PATENTS AND PATENT APPLICATIONS

Title	Serial No.	Filed Date	Issue Date	Patent No.
Articles of Footwear	29/360,761	4/30/2010	1/10/2012	D651,787
Articles of Footwear	29/378,989	11/12/2010	5/22/2012	D659,976
Articles of Footwear	12/987,708	1/10/2011		
Pair of Footwear Articles	29/382,967	1/10/2011	3/20/2012	D655,897
Footwear	13/008,659	1/18/2011		
Articles of Footwear	61/314,275	3/16/2010		
Articles of Footwear	13/042,208	3/7/2011		
Footwear	29/391,546	5/10/2011	10/9/2012	D668,437
Article of Footwear	29/393,822	6/9/2011	10/11/2011	D646,471
Highly Visible Clothing	13/169,498	6/27/2011		
Footwear	13/186,222	7/19/2011		
Footwear	13/186,233	7/19/2011		
Pair of Footwear Articles	29/400,474	8/29/2011	3/13/2012	D655,489
Clothing Lighting System	61/433,771	1/18/2011		
Clothing Lighting System	13/240,130	9/22/2011		
Footwear	29/410,191	1/5/2012		
Mesh For Footwear Uppers	61/701,036	9/14/2012		
Training and Recovery Clothing and Related Methods	12/942,323	11/9/2010		
Pair of Shoes	29/378,737	11/9/2010	6/7/2011	D639,037
Shoe	29/378,979	11/12/2010	7/3/2012	D662,695
Pair of Shoes	29/389,160	4/7/2011	11/15/2011	D648,513
Shoe	29/390,396	4/25/2011	7/3/2012	D662695
Heel Grid System	11/435,668	5/17/2006	8/11/2009	7,571,556
Shoe Construction having an	08/331,142	10/17/1994	10/8/1996	5,561,920

Energy Return System				
Stabilizing Grid Wedge System for Providing Motion Control and Cushioning	08/349,405	12/5/1994	1/21/1997	5,595,002
Combination Midsole Stabilizer and Enhancer	08/582,681	1/4/1996	3/24/1998	5,729,917
Shoe Construction	08/782,560	1/10/1997	1/19/1999	5,860,226
Combination Midsole Stabilizer and Enhancer	08/926,813	9/9/1997	12/29/1998	5,852,886
Footwear	PCT/US2011/61816	11/22/2011		
Footwear	PCT/US2012/46149	7/11/2012		
Clothing Lighting System	PCT/US2012/56187	9/20/2012		