

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Marc Jacobs	10/24/2012
Sayuri Shoji	12/17/2012
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Marc Jacobs Trademarks, L.L.C.
<b>Street Address:</b>	72 Spring Street
<b>Internal Address:</b>	2nd Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10012
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29444017
<b>CORRESPONDENCE DATA</b>	
Fax Number:	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Correspondent Name:	Ward & Zinna, LLC
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Address Line 2:	382 SPRINGFIELD AVENUE
Address Line 4:	SUMMIT, NEW JERSEY 07901
<b>ATTORNEY DOCKET NUMBER:</b>	528-006A
<b>NAME OF SUBMITTER:</b>	Hanna Bondarik Mosolygo

Total Attachments: 7  
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## ASSIGNMENT

This ASSIGNMENT is made and entered into as of this 24 day of October, 2012 ("Effective Date"), by and between **Marc Jacobs**, a resident of Paris, France with mailing address at Marc Jacobs Trademarks, L.L.C., 72 Spring Street, 2nd Floor, New York, New York 10012 ("ASSIGNOR") and **Marc Jacobs Trademarks, L.L.C.**, a Delaware limited liability company located at 72 Spring Street, 2nd Floor, New York, New York 10012 ("ASSIGNEE").

WHEREAS, ASSIGNOR agrees to transfer, sell and assign to ASSIGNEE his entire right, title and interest in the United States patent applications identified and set forth on the attached Schedule A, and any foreign counterparts ("the Applications") and any and all copyrights or other intellectual property associated with those designs.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR, has sold, assigned, transferred and set over, and by these presents does hereby sell, assigns, transfers and sets over, unto the said ASSIGNEE, its successors, legal representatives and assign, his entire right, title and interest in, to and under the said Applications and all divisions, renewals and continuations thereof, and all Patents of the United States or other countries which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said inventions in any country or countries foreign to the United States, together with the right to file such application and the right to claim for the same the priority rights derived from one or more of the Applications, under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said inventions in any country or countries foreign to the United States and all extensions, renewals and reissues thereof, including the right to pursue damages, injunctive relief, and other remedies for past, current and future infringement; and any and all copyrights or other intellectual property that may be associated with the designs attached in Schedule A.

ASSIGNOR authorizes and requests the Commissioner of Patents and Trademarks to record ASSIGNEE as the owner of the Applications, including any continuations, divisions, continuations-in-part, reissues, reexaminations or extensions thereof, and to issue any and all letters patent of the United States thereon to ASSIGNEE, as assignee of the entire right, title, and interest in, and to and under the same, for the sole use and enjoyment of ASSIGNEE its successors, assigns or other legal representatives.

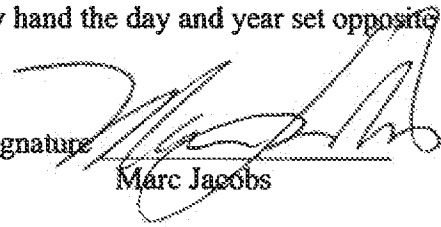
ASSIGNOR hereby represents and warrants that, as of the Effective Date, his right, title, and interest in and to the Applications was free and clear of any liens and encumbrances, that he had full right to assign all of his interests therein, and that he has not executed and will not execute any agreement or other instrument in conflict herewith.

ASSIGNOR and ASSIGNEE shall use their respective commercially reasonable best efforts to take, or cause to be taken, all action, and to do, or cause to be done, all things necessary, proper, or advisable under the applicable laws and regulations to consummate and make effective the assignment contemplated by this Assignment. If at any time after the Effective Date any further action is necessary or desirable to carry out the purposes of this Assignment, the parties hereto shall take or cause to be taken all such necessary action, including without limitation, the execution and delivery of such further instruments and documents as may be reasonably requested by the other party for such purposes or otherwise to consummate and make effective this Assignment, such documents including but not limited to the provision of copies of records and documents in ASSIGNOR'S possession or under his control, such as those required to fill in gaps in the chain of title, docket, information regarding local prosecuting counsel, and copies of notices received from outside counsel and registry officials; provided that to the extent not required hereunder, the cost of such action or of such instruments and documents related thereto shall be borne by the party requesting them.

IN TESTIMONY WHEREOF, I hereunto set my hand the day and year set opposite my signature.

Date OCTOBER 24, 2012

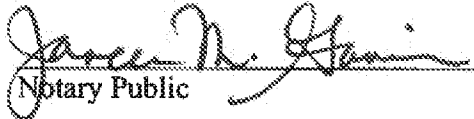
Signature



Marc Jacobs

STATE OF )  
NEW YORK ) ss:  
COUNTY OF )  
NEW YORK

On this 24 day of OCTOBER, 2012, before me, a Notary Public in and for the State and County aforesaid, personally appeared MARC JACOBS, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.



Notary Public

JANECE M. GARRISON  
Notary Public, State of New York  
No. 01GA0241028  
Qualified in New York County  
Commission Expires May 08, 2018

Schedule A

UNITED STATES PATENT APPLICATIONS

<u>Docket No.</u>	<u>Application No.</u>	<u>Filing Date</u>	<u>Title</u>
528-006A	TBD	TBD	BOTTLE ELEMENT
528-006B	TBD	TBD	BOTTLE CAP

## ASSIGNMENT

This ASSIGNMENT is made and entered into as of this 15 day of December, 2012 ("Effective Date"), by and between Sayuri Shoji, with an address at # 411, 5-10-27 Minami Azabu, Minato-ku Tokyo 1060047 JAPAN ("ASSIGNOR") and Marc Jacobs Trademarks, L.L.C., a Delaware limited liability company located at 72 Spring Street, 2nd Floor, New York, New York 10012 ("ASSIGNEE").

WHEREAS, ASSIGNOR agrees to transfer, sell and assign to ASSIGNEE her entire right, title and interest in the United States patent applications identified and set forth on the attached Schedule A, and any foreign counterparts ("the Applications") and any and all copyrights or other intellectual property associated with those designs.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR, has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assign, her entire right, title and interest in, to and under the said Applications and all divisions, renewals and continuations thereof, and all Patents of the United States or other countries which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models; and designs which may hereafter be filed for said inventions in any country or countries foreign to the United States, together with the right to file such application and the right to claim for the same the priority rights derived from one or more of the Applications, under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said inventions in any country or countries foreign to the United States and all extensions, renewals and reissues thereof, including the right to pursue damages, injunctive relief, and other remedies for past, current and future infringement; and any and all copyrights or other intellectual property that may be associated with the designs attached in Schedule A.

ASSIGNOR authorizes and requests the Commissioner of Patents and Trademarks to record ASSIGNEE as the owner of the Applications, including any continuations, divisions, continuations-in-part, reissues, reexaminations or extensions thereof, and to issue any and all letters patent of the United States thereon to ASSIGNEE, as assignee of the entire right, title, and interest in, and to and under the same, for the sole use and enjoyment of ASSIGNEE its successors, assigns or other legal representatives.

ASSIGNOR hereby represents and warrants that, as of the Effective Date, her right, title, and interest in and to the Applications was free and clear of any liens and encumbrances, that she had full right to assign all of her interests therein, and that she has not executed and will not execute any agreement or other instrument in conflict herewith.

ASSIGNOR and ASSIGNEE shall use their respective commercially reasonable best efforts to take, or cause to be taken, all action, and to do, or cause to be done, all things necessary, proper, or advisable under the applicable laws and regulations to consummate and make effective the assignment contemplated by this Assignment. If at any time after the Effective Date any further action is necessary or desirable to carry out the purposes of this Assignment, the parties hereto shall take or cause to be taken all such necessary action, including without limitation, the execution and delivery of such further instruments and documents as may be reasonably requested by the other party for such purposes or otherwise to consummate and make effective this Assignment, such documents including but not limited to the provision of copies of records and documents in ASSIGNOR'S possession or under her control, such as those required to fill in gaps in the chain of title, docket, information regarding local prosecuting counsel, and copies of notices received from outside counsel and registry officials; provided that to the extent not required hereunder, the cost of such action or of such instruments and documents related thereto shall be borne by the party requesting them.

IN TESTIMONY WHEREOF, I hereunto set my hand the day and year set opposite my signature.

Date DEC 17 2012

Signature   
Sayuri Shoji

STATE OF )  
          ) ss:  
COUNTY OF )

On this \_\_\_ day of \_\_\_\_\_, 2012, before me, a Notary Public in and for the State and County aforesaid, personally appeared \_\_\_\_\_, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and she acknowledged the same to be her free act and deed.

\_\_\_\_\_  
Notary Public

Schedule A

UNITED STATES PATENT APPLICATIONS

<u>Docket No.</u>	<u>Application No.</u>	<u>Filing Date</u>	<u>Title</u>
528-006A	TBD	TBD	BOTTLE ELEMENT
528-006B	TBD	TBD	BOTTLE CAP





U.S. Department of State  
Individual Acknowledgment Certificate

JAPAN )  
CITY OF TOKYO ) SS:  
EMBASSY OF THE UNITED STATES OF AMERICA )

I certify that on this day the individual named below appeared before me and acknowledged to me that the attached instrument was executed freely and voluntarily.

SAYURI SHOJI  
ONLY

(Printed Name(s) of Individual(s))

J Leslie Glass  
(Signature of Consular Officer)

J. Leslie Glass  
Consular Associate

(Title of Consular Officer)

DEC 17 2012

Date (mm-dd-yyyy)