

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT2994701

|                                                                                                                                                                                                 |                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| <b>SUBMISSION TYPE:</b>                                                                                                                                                                         | NEW ASSIGNMENT                           |
| <b>NATURE OF CONVEYANCE:</b>                                                                                                                                                                    | ASSIGNMENT                               |
| <b>CONVEYING PARTY DATA</b>                                                                                                                                                                     |                                          |
| <b>Name</b>                                                                                                                                                                                     | <b>Execution Date</b>                    |
| KFIR GAVRIELI                                                                                                                                                                                   | 08/13/2014                               |
| DIKLA GAVRIELI                                                                                                                                                                                  | 08/13/2014                               |
| <b>RECEIVING PARTY DATA</b>                                                                                                                                                                     |                                          |
| <b>Name:</b>                                                                                                                                                                                    | GAVRIELI BRANDS LLC                      |
| <b>Street Address:</b>                                                                                                                                                                          | 269 S. BEVERLY DRIVE                     |
| <b>Internal Address:</b>                                                                                                                                                                        | SUITE 1402                               |
| <b>City:</b>                                                                                                                                                                                    | BEVERLY HILLS                            |
| <b>State/Country:</b>                                                                                                                                                                           | CALIFORNIA                               |
| <b>Postal Code:</b>                                                                                                                                                                             | 90212                                    |
| <b>PROPERTY NUMBERS Total: 1</b>                                                                                                                                                                |                                          |
| <b>Property Type</b>                                                                                                                                                                            | <b>Number</b>                            |
| Application Number:                                                                                                                                                                             | 29489812                                 |
| <b>CORRESPONDENCE DATA</b>                                                                                                                                                                      |                                          |
| <b>Fax Number:</b>                                                                                                                                                                              | (415)442-1001                            |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> |                                          |
| <b>Phone:</b>                                                                                                                                                                                   | 4154421000                               |
| <b>Email:</b>                                                                                                                                                                                   | proidmaier@morganlewis.com               |
| <b>Correspondent Name:</b>                                                                                                                                                                      | MORGAN, LEWIS & BOCKIUS LLP (SF)         |
| <b>Address Line 1:</b>                                                                                                                                                                          | ONE MARKET, SPEAR STREET TOWER, SUITE 30 |
| <b>Address Line 4:</b>                                                                                                                                                                          | SAN FRANCISCO, CALIFORNIA 94105          |
| <b>ATTORNEY DOCKET NUMBER:</b>                                                                                                                                                                  | 011630-5037-US                           |
| <b>NAME OF SUBMITTER:</b>                                                                                                                                                                       | PETER F. ROIDMAIER                       |
| <b>SIGNATURE:</b>                                                                                                                                                                               | /Peter F. Roidmaier/                     |
| <b>DATE SIGNED:</b>                                                                                                                                                                             | 08/25/2014                               |
| <b>Total Attachments: 1</b>                                                                                                                                                                     |                                          |
| source=011630-5037-US-ASSIGN#page1.tif                                                                                                                                                          |                                          |

## ASSIGNMENT

WHEREAS, WE, **Kfir GAVRIELI** and **Dikla GAVRIELI**, ASSIGNORS, citizens of the United States, residing in Beverly Hills, California, are the inventors of the invention in **Single-Sole Shoe with Blue Sole and Contrasting Upper** for which we have executed an application for a Patent of the United States

- ☐ which is executed on ☐ even date herewith or ☐  
☒ which is identified by docket no. 011630-5037-US  
☐ which was filed herewith, Application No. \_\_\_\_\_

☒ I hereby authorize and request my attorney, Brett Lovejoy, of Morgan, Lewis & Bockius, LLP, to insert here in parentheses (Application number 29/489,812 filed May 2, 2014) the filing date and application number of said application when known

and WHEREAS, **GAVRIELI BRANDS LLC**, ASSIGNEE, is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States 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 invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application 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 invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

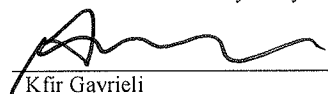
AND WE HEREBY authorize and request the Commissioner for Patents and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

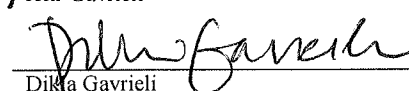
AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date 8/13, 2014

  
Kfir Gavrieli

Date 8/13, 2014

  
Dikla Gavrieli