

## PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT3001048

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
CONSUELO CASTIGLIONI BERNARDONI	07/30/2014
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<b>City:</b>	MILANO
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<b>Postal Code:</b>	I-20133
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29500768
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<b>SIGNATURE:</b>	/Todd Deveau/
<b>DATE SIGNED:</b>	08/28/2014
<b>Total Attachments: 2</b>	
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**ASSIGNMENT  
OF DESIGN PATENT APPLICATION**

WHEREAS, I, Consuelo Castiglioni Bernardoni, hereinafter referred to as ASSIGNOR, have invented certain new and useful improvements ("invention(s)") as described and set forth in the below-identified utility application for United States Letters Patent entitled:

**BAG**

which was:

- executed on even date herewith,  
 filed with the United States Patent and Trademark Office (USPTO) on August 28, 2014, and assigned Serial No. 29/500,768, and  
 further described in U.S. Provisional application entitled " \_\_\_\_\_ ", filed with the USPTO on \_\_\_\_\_, and assigned Serial No. \_\_\_\_\_.

WHEREAS, MARNI GROUP S.r.l., having a place of business at Via Sismondi, 70/B, I-20133 MILANO, ITALY, hereinafter referred to as ASSIGNEE, is desirous of acquiring ASSIGNOR'S interest in and to said Invention(s), said design application, and any U.S. patents which are related to the same.

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 by ASSIGNOR, ASSIGNOR has sold, assigned and transferred and do hereby sell, assign and transfer unto ASSIGNEE, and ASSIGNEE'S successors and assigns, the entire right, title and interest, for the United States of America, in and to said Invention(s), said design application, and all the rights and privileges in any application and under any and all patents that may be granted in the U.S. for said inventions including all corresponding continuation, continuation-in-part, divisional, reissue, and reexamination applications including all rights of priority arising from them, and all the rights and privileges under any and all forms of protection, including patents, that may be granted in the U.S. for them.

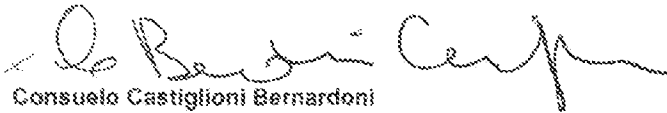
ASSIGNOR authorizes ASSIGNEE to make application for such protection in its own name and maintain such protection in the U.S., and to invoke and claim for any application for patent or other form of protection for said Invention(s), without further authorization from ASSIGNOR, any and all benefits, including the right of priority provided by any and all treaties, conventions, or agreements.

ASSIGNOR hereby consents that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country in proof of the right of ASSIGNEE to apply for patent or other form of protection for said Invention(s), said design application and to claim the aforesaid benefit of the right of priority.

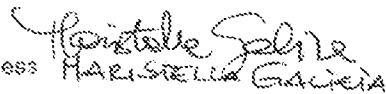
ASSIGNOR requests that any and all patents for said invention(s) in the U.S. be issued to ASSIGNEE or to such nominee as ASSIGNEE may designate.

ASSIGNOR covenants and agrees that, when requested, ASSIGNOR shall, without charge to ASSIGNEE but at ASSIGNEE'S expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable, or convenient in connection with the patent applications, patents, or other forms of protection of said invention(s), and for the defense and protection thereof if challenged in the court of law.

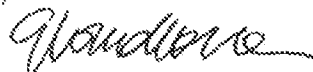
ASSIGNOR authorizes ASSIGNEE or its agents to insert, on ASSIGNOR'S behalf, the filing date and/or serial number above pertaining to the design application if not known as of the date of execution of this document.

  
Consuelo Castiglioni Bernardoni

Date: July 30<sup>th</sup> 2014

  
Witness MARISTELLA GARCIA

Date: July 30<sup>th</sup> 2014

  
Witness GEORGINA NAVA

Date: July 30<sup>th</sup> 2014