

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	GIUSEPPE MUSCIACCHIO	09/16/2014
RECEIVING PARTY DATA		
Name:	ARENA DISTRIBUTION S.A.	
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PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	29474280
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DATE SIGNED:	01/12/2015	
Total Attachments: 2		
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**ASSIGNMENT
OF DESIGN PATENT APPLICATION**

WHEREAS, I, Giuseppe Musciacchio, 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:

SWIMSUIT

which was:

☐ executed on even date herewith,
☒ filed with the United States Patent and Trademark Office (USPTO) on July 31, 2014, and assigned Serial No. 29/474,280, and
☐ further described in U.S. Provisional application entitled "_____", filed with the USPTO on _____, and assigned Serial No. _____.

WHEREAS, ARENA DISTRIBUTION S.A., having a place of business at Via Maggio, 1, CH-6900 LUGANO - Switzerland, 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.

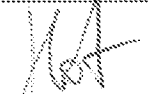
ASSIGNOR covenants and agrees that, when requested, ASSIGNOR shall, without charge to ASSIGNEE but at ASSIGNEE'S expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable, or convenient in connection with the patent applications, patents, or other forms of protection 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.




Giuseppe Musciacchio

Date: SEPTEMBER 16, 2014



Witness LUCA SELVATICI

Date: SEPTEMBER 16, 2014



Witness SIMONE MOSCA

Date: SEPTEMBER 16, 2014