

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3279712

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
PUMA NORTH AMERICA, INC.	05/01/2014
RECEIVING PARTY DATA	
Name:	PUMA SE
Street Address:	PUMA WAY 1
City:	HERZOGENAURACH
State/Country:	GERMANY
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14397072
CORRESPONDENCE DATA	
Fax Number:	(617)289-0504
<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>	
Phone:	(617) 856-8145
Email:	ip@brownrudnick.com
Correspondent Name:	BROWN RUDNICK LLP
Address Line 1:	ONE FINANCIAL CENTER
Address Line 4:	BOSTON, MASSACHUSETTS 02111
ATTORNEY DOCKET NUMBER:	PUMA-005/01US 28028/47
NAME OF SUBMITTER:	MARK S. LEONARDO
SIGNATURE:	/Mark S. Leonardo/
DATE SIGNED:	03/24/2015
Total Attachments: 4	
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PATENT AND PATENT APPLICATION ASSIGNMENT

THIS PATENT AND PATENT APPLICATION ASSIGNMENT (hereinafter referred to as "Assignment") between PUMA North America Inc., a Delaware corporation, having an address at 10 Lyberty Way, Westford, MA 01886 USA (hereinafter referred to as "Assignor"), and PUMA SE, a Societas Europae, having an address at PUMA Way 1, Herzogenaurach 91074 GERMANY (hereinafter referred to as "Assignee").

RECITALS

WHEREAS, Assignor agrees to sell and Assignee agrees to purchase certain intangible assets presently held by Assignor;

WHEREAS, included among the assets to be purchased by Assignee are certain patents and patent applications (hereinafter referred to as "Patents"), including without limitation certain Patents set forth in Exhibit A attached hereto; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor hereby agrees as follows:

Assignment of Patents:

(a) Assignor hereby sells, assigns and transfers to Assignee, its successors, assigns and legal representatives, Assignor's entire right, title and interest for all countries in and to: (i) each of the Patents owned by Assignor including, but not limited to such Patents listed in Exhibit A hereof; (ii) any and all of the inventions which are disclosed and claimed in the Patents; (iii) any and all of the inventions which are disclosed, but not claimed in any of the Patents; (iv) all divisional, continuing, substitute, renewal, reissue, and all other patents and applications for patent, industrial property or other related property rights in any and all countries which have been or shall be filed on any of the inventions disclosed in any of the Patents; (v) all original and reissued patents, industrial property or related documents, which have been or shall be issued on any such inventions disclosed in any of the Patents; and (vi) all rights to sue and recover for, and all rights to, profits or damages due or accrued arising out of or in connection with any and all past, present, or future infringements of any or all of the Patents or patents arising therefrom.

(b) Assignor authorizes and requests the respective worldwide Patent, Letters Patent and Industrial Property Offices to issue to the Assignee, its successors, assigns and legal representatives, in accordance with this Assignment, any and all patents, letters patent or industrial property on the inventions or any of them disclosed in any of the Patents.

(c) Assignor authorizes and agrees that the Assignee may apply for and receive patents, letters patents, industrial property or rights of any other kind for the inventions disclosed in any of the Patents; and may claim, in applications for said patents, letters patent, industrial property or other rights, the priority of the Patents under the provisions of the International Convention of 1883 and later modifications thereof, under the Patent Cooperation Treaty, under the European Patent Convention or under any other available international agreement.

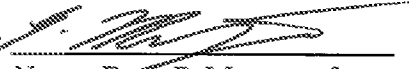
(d) Assignor authorizes and agrees that when requested, without charge to Assignor, but at the expense of, the Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the Assignor or the Assignor's executors or administrators will, for all countries, execute all divisional, continuing, substitute, renewal, reissue, and all other patent, letters patent or industrial property applications or other documents on any and all such inventions disclosed in any of the Patents; execute all rightful oaths, agreements, powers of attorney and other papers; communicate to the Assignee, its successors, assigns and representatives, all facts known and documents available to the Assignor relating to said inventions and the history thereof; testify in all legal proceedings (provided, the Assignor shall not be required to incur any out of pocket costs), and generally do everything possible which the Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said inventions and for vesting title to said inventions and all applications for patents or related rights and all patents, letters patent or industrial property on such inventions, in the Assignee, its successors, assigns and legal representatives.

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IN WITNESS WHEREOF, the Assignor has caused this Assignment to be executed as of the date below by its officer thereunto duly authorized.

ASSIGNOR:

PUMA NORTH AMERICA INC.

By: 
Name: Peter P. Mastrostefano
Title: Senior Vice President and General Counsel
Date: May 1, 2014

WITNESS:

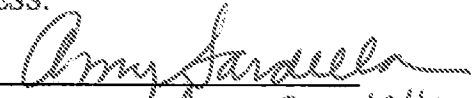
By: 
Name: Amy Sardella
Date: May 1, 2014

EXHIBIT A

ISSUED PATENTS

U.S. Patent No.	Issue Date	Title	Brown Rudnick Docket No.
D670,777	Nov. 13, 2012	Golf Club Headcover	COBR-242/00USD 29025/387
D689,043	Sept. 3, 2013	Earphones	PUMA-004/00USD 28028/28

PENDING PATENT APPLICATIONS

U.S. Application Serial No.	Filing Date	Title	Brown Rudnick Docket No.
13/676,620	Nov. 14, 2012	Golf Footwear Traction Elements	COBR-264/00US 28028/41
29/433,599	Oct. 2, 2012	Golf Club Headcover	COBR-266/00USD 29025/475
29/434,182	Oct. 10, 2012	Earphones	PUMA-003/00USD 28028/27
14/026,283	Sept. 13, 2013	Earphone with Chassis Enclosure	PUMA-002/01US 28028/36
14/026,294	Sept. 13, 2013	Scallop Grip Earphones	PUMA-001/01US 28025/35
PCT/US13/69996	Nov. 14, 2013	Sports Footwear Traction Elements	COBR-264/01WO 28028/42
14/079,854	Nov. 14, 2013	Sports Footwear Traction Elements	COBR-264/01US 28028/43

FOREIGN PATENT APPLICATIONS

Country	Application Serial No.	Filing Date	Title	Brown Rudnick Docket No.
China	201310111136.5	Apr. 1, 2013	Multi-Purpose Portable Speakers	PUMA-006/00CN 28028/1-1CN
China	201320159971.1 (Granted)	Apr. 1, 2013	Multi-Purpose Portable Speakers	PUMA-005/00CN 28028/1CN
PCT	PCT/CN2014/074549	Apr. 1, 2014	Earphones	PUMA-003/00USD 28028/27

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