503370738 06/29/2015

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
GIULIO MASCIOCCHI	05/15/2015

RECEIVING PARTY DATA

Name:	GIANNI VERSACE S.P.A.
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PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29525506

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ATTORNEY DOCKET NUMBER:	221005-1180
NAME OF SUBMITTER:	TODD DEVEAU
SIGNATURE:	/Todd Deveau/
DATE SIGNED:	06/29/2015

Total Attachments: 2

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PATENT 503370738 REEL: 035926 FRAME: 0663

ASSIGNMENT OF DESIGN PATENT APPLICATION

WHEREAS, I, Giulio Masciocchi, 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:

CHAIR

which was:		
	executed on even date herewith,	
\boxtimes	filed with the United States Patent and Trademark Office (US	SPTO) on April 30,
2015, and ass	signed Serial No. 29/525,506, and	
	further described in U.S. Provisional application entitled "	,", filed
with the USP	「O on, and assigned Serial No	_ '.
		•

WHEREAS, Gianni Versace S.p.A., having a place of business at Via Manzoni, 38, I-20121 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.

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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.

Giulio Masciocchi

Pate: MAY 15, 2015

Witness TRANCESCA BOSIO

Date: <u>HAV IS 2015</u>

Stefanio Sommo

Date: MAV 15, 2015

PATENT REEL: 035926 FRAME: 0665

RECORDED: 06/29/2015