503926735 07/22/2016

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT3973388

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
RYAN RINGHOLZ	07/14/2016
CHRISTINE BETTENCOURT	07/14/2016

RECEIVING PARTY DATA

Name:	PLAE, INC.
Street Address:	220 MONTGOMERY STREET, SUITE 860
City:	SAN FRANCISCO
State/Country:	CALIFORNIA
Postal Code:	94104

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29569522

CORRESPONDENCE DATA

Fax Number: (617)526-5000

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.

Phone: 617-526-6000

Email: becky.douglas@wilmerhale.com
Correspondent Name: BECKY DOUGLAS / WILMERHALE

Address Line 1: 60 STATE STREET

Address Line 4: BOSTON, MASSACHUSETTS 02109

ATTORNEY DOCKET NUMBER:	2207916.00138US1
NAME OF SUBMITTER:	BECKY DOUGLAS
SIGNATURE:	/Becky Douglas/
DATE SIGNED:	07/22/2016

Total Attachments: 8

source=Assignment_Executed_USSN_29_569522#page1.tif source=Assignment_Executed_USSN_29_569522#page2.tif source=Assignment_Executed_USSN_29_569522#page3.tif source=Assignment_Executed_USSN_29_569522#page4.tif source=Assignment_Executed_USSN_29_569522#page5.tif

PATENT REEL: 039217 FRAME: 0984

503926735

source=Assignment_Executed_USSN_29_569522#page6.tif source=Assignment_Executed_USSN_29_569522#page7.tif source=Assignment_Executed_USSN_29_569522#page8.tif

> PATENT REEL: 039217 FRAME: 0985

USSN: 29/569522

ASSIGNMENT

WHEREAS, the undersigned, to wit:

Ryan RINGHOLZ residing at 2 Cedarwood Lane, Mill Valley, California 94941; Christine BETTENCOURT residing at 351 King Street, Unit 817, San Francisco, California

(hereinafter collectively ASSIGNORS), have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled:

"SANDAL OUTSOLE"

(a)	which is	being filed herewith in t	he United States Pat	tent and Trademark Office;
(b)	x which wa	as filed as U.S. Patent A	pplication No.	29/569522
	on	June 28, 2016	;	

AND WHEREAS, Plae, Inc. (hereinafter ASSIGNEE), a corporation organized and existing under the laws of the Commonwealth/State of Delaware, and having its principal place of business at 220 Montgomery Street, Suite 860, San Francisco, California 94104, is desirous of acquiring the entire right, title, and interest in and to said invention and any and all patents that may be obtained therefor, and in and to said application and any and all patents that may issue therefrom:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS do hereby sell, assign, transfer, and set over unto said ASSIGNEE, its successors, assigns, and legal representatives, all right, title, and interest in and to said invention throughout the world, and any and all patents of the United States and foreign countries that may be obtained therefor, including the right to sue for past infringement and obtain past damages, and in and to said application, including any and all non-provisionals, continuations, continuations-in-part, divisionals, reissues, re-examinations, substitutions, and extensions thereof, and any and all patents of the United States and foreign countries that may issue therefrom, such right, title, and interest including the right to file applications and obtain patents, utility models, industrial models, and designs for said invention in the name of said ASSIGNEE, its successors, assigns, and legal representatives, throughout the world, including all rights of priority, all rights to publish cautionary notices reserving ownership of said invention, and all rights to register said invention in appropriate registries;

ASSIGNORS also do hereby covenant that they have the full right to convey the entire right, title, and interest herein assigned, and that they have not and will not execute any agreement in conflict herewith;

ASSIGNORS also do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all Letters Patent of the United States on said invention or resulting from said application, including any continuations, continuations-in-part, divisions, reissues, re-examinations, substitutions, and extensions thereof, to said ASSIGNEE, its

USSN: 29/569522

successors, assigns, and legal representatives as the ASSIGNEE of the entire right, title, and interest herein assigned;

ASSIGNORS also do hereby agree to, at any time, upon request, without further or additional consideration but at the expense of said ASSIGNEE, its successors, assigns, or legal representatives, execute and deliver any and all papers, make all rightful oaths, and do all lawful acts that may be necessary or desirable to perfect the entire right, title, and interest in said application, including any and all continuations, continuations-in-part, divisionals, reissues, re-examinations, substitutions, and extensions thereof, and any and all patents of the United States and foreign countries that may issue therefrom said ASSIGNEE, its successors, assigns, and legal representatives, and generally do everything possible to vest the entire right, title, and interest herein assigned in said ASSIGNEE, its successors, assigns, and legal representatives;

ASSIGNORS also do hereby grant the following individuals the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document:

WILMER CUTLER PICKERING HALE AND DORR LLP
.
All practitioners at Customer Number 23483.

This ASSIGNMENT is effective as of June 28, 2016 .

Attorney Docket No.: 2207916.00138US1 USSN: 29/569522

07/14/16

Ryan Ringholz

Witness:

7/14/2016

Date

3

Artisvetts Little333337v.

PATENT

REEL: 039217 FRAME: 0988

Attorney Docket No.: 2207916.00138US1 USSN: 29/569522

Date	Christine Bettencourt
Witness:	
Date	

USSN: 29/569522

ASSIGNMENT

WHEREAS, the undersigned, to wit:

Ryan RINGHOLZ residing at 2 Cedarwood Lane, Mill Valley, California 94941; Christine BETTENCOURT residing at 351 King Street, Unit 817, San Francisco, California

(hereinafter collectively ASSIGNORS), have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled:

"SANDAL OUTSOLE"

(a)	which is	being filed herewith in t	he United States Pa	atent and Trademark Office;
(b)	x which wa	as filed as U.S. Patent A	pplication No.	29/569522
	on	June 28, 2016	•	

AND WHEREAS, Plae, Inc. (hereinafter ASSIGNEE), a corporation organized and existing under the laws of the Commonwealth/State of Delaware, and having its principal place of business at 220 Montgomery Street, Suite 860, San Francisco, California 94104, is desirous of acquiring the entire right, title, and interest in and to said invention and any and all patents that may be obtained therefor, and in and to said application and any and all patents that may issue therefrom:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS do hereby sell, assign, transfer, and set over unto said ASSIGNEE, its successors, assigns, and legal representatives, all right, title, and interest in and to said invention throughout the world, and any and all patents of the United States and foreign countries that may be obtained therefor, including the right to sue for past infringement and obtain past damages, and in and to said application, including any and all non-provisionals, continuations, continuations-in-part, divisionals, reissues, re-examinations, substitutions, and extensions thereof, and any and all patents of the United States and foreign countries that may issue therefrom, such right, title, and interest including the right to file applications and obtain patents, utility models, industrial models, and designs for said invention in the name of said ASSIGNEE, its successors, assigns, and legal representatives, throughout the world, including all rights of priority, all rights to publish cautionary notices reserving ownership of said invention, and all rights to register said invention in appropriate registries;

ASSIGNORS also do hereby covenant that they have the full right to convey the entire right, title, and interest herein assigned, and that they have not and will not execute any agreement in conflict herewith;

ASSIGNORS also do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all Letters Patent of the United States on said invention or resulting from said application, including any continuations, continuations-in-part, divisions, reissues, re-examinations, substitutions, and extensions thereof, to said ASSIGNEE, its

USSN: 29/569522

successors, assigns, and legal representatives as the ASSIGNEE of the entire right, title, and interest herein assigned;

ASSIGNORS also do hereby agree to, at any time, upon request, without further or additional consideration but at the expense of said ASSIGNEE, its successors, assigns, or legal representatives, execute and deliver any and all papers, make all rightful oaths, and do all lawful acts that may be necessary or desirable to perfect the entire right, title, and interest in said application, including any and all continuations, continuations-in-part, divisionals, reissues, re-examinations, substitutions, and extensions thereof, and any and all patents of the United States and foreign countries that may issue therefrom said ASSIGNEE, its successors, assigns, and legal representatives, and generally do everything possible to vest the entire right, title, and interest herein assigned in said ASSIGNEE, its successors, assigns, and legal representatives;

ASSIGNORS also do hereby grant the following individuals the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document:

WILMER CUTLER PICKERING HALE AND DORR LLP

All practitioners at Customer Number 23483.

This ASSIGNMENT is effective as of June 28, 2016 .

Attorney Docket No.: 2207916.00138US1 USSN: 29/569522

Date	Ryan Ringholz	
2	T., w. Tg.	
Witness:		
Date		

USSN: 29/569522

duly

Christine Bettencourt

Witness:

7/14/20/6

Date

4

ActiveUS 156623037v.l

RECORDED: 07/22/2016

PATENT REEL: 039217 FRAME: 0993