

TRADEMARK ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Robert M. Lyden		12/15/2017	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	adidas AG		
Street Address:	Adi-Dassler-Strasse 1		
City:	Herzogenaurach		
State/Country:	GERMANY		
Postal Code:	91074		
Entity Type:	Joint Stock Company: GERMANY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3633365		
Registration Number:	3629011		
CORRESPONDENCE DATA			
Fax Number:	4045413372		
<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>			
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Correspondent Name:	Charles H. Hooker III		
Address Line 1:	1100 Peachtree Street, Suite 2800		
Address Line 2:	Mailstop: IP Docketing - 22		
Address Line 4:	Atlanta, GEORGIA 30309		
NAME OF SUBMITTER:	Beth Rook		
SIGNATURE:	/Beth Rook/		
DATE SIGNED:	11/13/2018		
Total Attachments: 6			
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ASSIGNMENT

I, Robert M. Lyden, have invented certain inventions and improvements disclosed in the below-identified intellectual property, patents, patent applications, and trademarks including the following:

Intellectual Property, including patents, patent applications, and trademarks identified or referenced in Appendix I attached hereto.

For good and valuable consideration, the receipt and sufficiency of which we acknowledge, I (the "Inventor" or the "Assignor"):

1. Agree to assign, transfer, convey, and sell, hereby assign, transfer, convey, and sell and have assigned, transferred, conveyed, and sold to adidas AG having a principal place of business at Adi-Dassler-Straße 1, 91074 Herzogenaurach, Germany (the "Assignee"), the entire right, title, and interest in and to:

(a) all intellectual property (including, without limitation, any innovation, information, invention, discovery, product, process, work or design) disclosed, embodied, shown, or claimed in the above-referenced patents, patent applications, and/or intellectual property, implicitly or explicitly;

(b) the above-referenced patents, patent applications, and/or intellectual property, the right to claim priority to the above-referenced patents, patent applications, and/or intellectual property, in the United States and all foreign countries, and as provided by any bilateral or multilateral treaty or international agreement, including but not limited to, the International Convention of 1883 and later modifications thereof ("the Paris Convention"), the Patent Cooperation Treaty (PCT), the European Patent Convention, the Eurasian Patent Convention, the agreement(s) of the African Regional Intellectual Property Organization, the agreement(s) of the Organisation Africaine de la Propriete Intellectuelle, and the agreement(s) of the Cooperation Council for the Arab States of

the Gulf, in all applications based in whole or in part upon the above-referenced patents, patent applications, and/or intellectual property, including, without limitation, all applications that are a provisional, non-provisional, design, divisional, continuation, continuation-in-part, registration, utility model, industrial design, reissue, renewal, substitute, extension, reexamination, post-grant review, inter partes review, supplemental examination, or non-U.S. patent application, PCT applications, or applications for other rights based in whole or in part on the above-referenced patent application;

(c) all patents (including, without limitation, all U.S. and non-U.S. patents, patent applications, registrations, utility models, industrial designs, design patents, counterparts, continuations, continuations-in-part, divisionals, reissues, renewals, substitutes, extensions, reexaminations, post-grant reviews, inter partes reviews and supplemental examinations) that are granted or issued upon, or that claim priority to, any and all patents, patent applications, and/or intellectual property, described in (b) of this paragraph or that disclose or claim intellectual property described in (a) of this paragraph, in whole or in part; and

(d) all claims for damages by reason of past infringement of any rights under the applications or patents described in (a), (b) or (c) of this paragraph (including provisional rights to reasonable royalties pursuant to 35 U.S.C. §154(d)) and the right to sue for and collect such damages and royalties for Assignee's own use.

2. Authorize and request the U.S. Patent and Trademark Office or any other U.S. or non-U.S. agency to issue to the Assignee any and all patent(s), or other rights or documents, resulting from the intellectual property, patent application(s) and patents described in paragraph 1 of this Assignment.
3. Authorize the Assignee to apply in all countries in my name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements.
4. Agree to sign all papers and documents, including without limitation, applications, declarations, oaths and petitions, and, at the Assignee's expense,

perform any other acts that are necessary in connection with prosecution of patent application(s) or intellectual property described in Appendix 1 of this Assignment and the enforcement of patent(s) or other rights resulting from such patent application(s) or intellectual property.

5. Agree that the terms, covenants, and conditions of this Assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon us, as well as our heirs, legal representatives, and assigns.
6. Promise and affirm that we have not entered, and will not enter, into any assignment, contract, or understanding that conflicts with this Assignment.

Signed on the dates indicated beside signature.

(SIGNATURES ON NEXT PAGE)

SIGNATURE:

December 15, 2017

Date

Robert M. Lyden

Robert M. Lyden

SIGNATURE WITNESSED BY:

Briana Wright

Name of Witness (printed)

Bri Wright

Signature of Witness

December 15, 2017

Date Witnessed

Susan K. Roberts

Name of Witness (printed)

Susan K. Roberts

Signature of Witness

December 15, 2017

Date Witnessed

APPENDIX 1 TO ASSIGNMENT

Intellectual Property, including patents, patent applications, and trademarks

U.S. Patent Application, Serial Number 15/629,699, entitled "Custom Article of Footwear and Method of Making the Same," filed June 21, 2017;

U.S. Patent No. 9,775,404, entitled "Custom Article of Footwear and Method of Making the Same," granted October 3, 2017;

U.S. Patent No. 9,357,813, entitled "Custom Article of Footwear and Method of Making the Same," granted June 7, 2016;

U.S. Patent No. 8,959,797, entitled "Custom Article of Footwear and Method of Making the Same," granted February 24, 2015;

U.S. Patent Application, Control Number 95/002,094, which is a reexamination of U.S. Patent No. 8,209,883, entitled "Custom Article of Footwear and Method of Making the Same," granted July 3, 2012;

U.S. Patent No. 8,209,883, entitled "Custom Article of Footwear and Method of Making the Same," granted July 3, 2012;

U.S. Patent No. 7,770,306, entitled "Custom Article of Footwear," granted August 10, 2010;

U.S. Patent No. 7,752,775, entitled "Footwear With Removable Lasting Board And Cleats," granted July 13, 2010;

U. S. Patent No. 7,107,235, entitled "Method of Conducting Business Including Making and Selling A Custom Article of Footwear," granted September 12, 2006;

U. S. Patent No. 7,016,867, entitled "Method of Conducting Business Including Making and Selling A Custom Article of Footwear," granted March 21, 2006;

U.S. Provisional Patent Application, Serial Number 60/360,784, filed March 1, 2002;

APPENDIX 1 (cont.)

U.S. Provisional Patent Application, Serial Number 60/345,951, filed December 29, 2001;

U.S. Provisional Patent Application, Serial Number 60/292,644, filed May 21, 2001;

U.S. Patent No. 6,601,042, entitled "Customized Article of Footwear and Method of Conducting Retail and Internet Business, granted July 29, 2003;

U.S. Patent No. 6,449,878, entitled "Article of Footwear Having a Spring Element and Selectively Removable Components," granted September 17, 2002;

U.S. Design Patent 507,094, entitled "Spring Element For An Article of Footwear," granted July 12, 2005;

Australia Patent Application No. AU200163274A, entitled "Customized article of footwear and method of conducting retail and internet business," filed May 17, 2001;

Australia Patent Application No. AU200145539A, entitled "Footwear having spring element and removable components," filed March 8, 2001;

"Springshoe" Trademark, Registration No. 3,633,365, granted June 2, 2009; and,

"Springshoe" Trademark, Registration No. 3,629,011, granted May 26, 2009;

All related non-U.S. and foreign patents, patent applications, and publications.