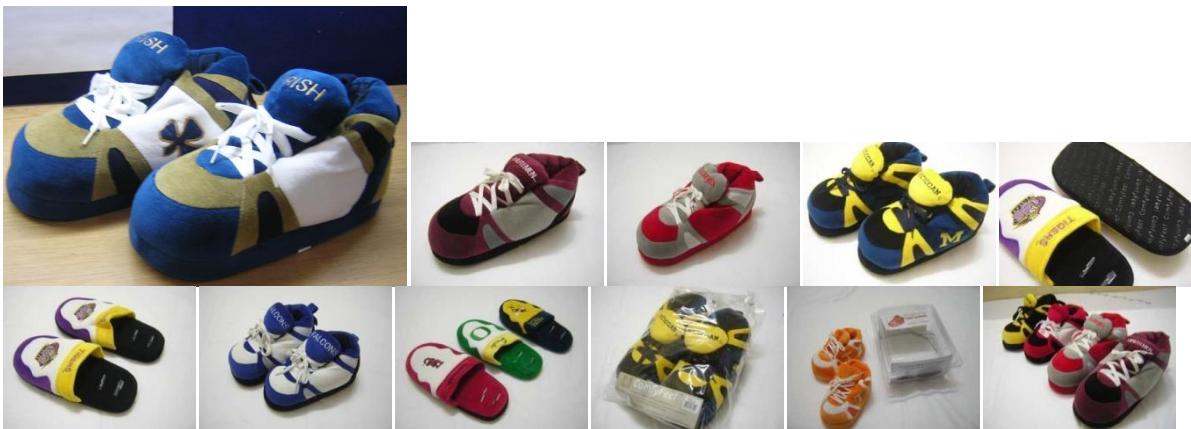


# COMFY FEET, USA.

*P.O. Box 352  
Hartington, NE 68739*

## Soft Shoes & Slippers

### Product Styles



### Case

The customer was sourcing soft shoes from china for Notre Dame university, but they were not satisfied with the product material manufacturers were using, which was affecting quality & sales.

### Sourcing from India

infinityV comes into the picture. The customer discussed the designs and patterns

After a thorough market research infinityV selected more than three suppliers for sampling and finalized the most relevant one.

## The Outcome

The buyer approved the first sample, the build quality, including prices and placed the first order for \$60,000

## Problematic areas where infinityV worked closely with the supplier/manufacturer

### Logo Design:

Below is the the logo of University of 'Notre Dame' and the patent sheet, where we worked closely with the supplier whilst development.



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FEBRUARY 1, 2006

**UNIVERSITY OF NOTRE DAME**

|                                                                                                                     |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |                                                                                                                                                                                                                                                          |                                                               |                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| <b>OVERLAYED ND MARKS</b><br>1 2 3 4 5<br>Minimum size for embroidery: 2 1/2" dia.                                  |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  | <b>VERBIAGE</b><br>University of Notre Dame ®<br>Notre Dame ®<br>Fighting Irish™<br>Irish™                                                                                                                                                               | <b>GENERAL INFORMATION</b><br>UND™<br>Fightin' Irish ®<br>ND™ | LOCATION:<br>NOTRE DAME, IN<br>MADISON, INDIANA<br>LEPRECHAUN MARKS:<br>RED HAT<br>FOOTBALL INDEPENDENT |
| <b>INTERLOCKING ND MARKS</b><br>6 7 8 9 10<br>Minimum size for embroidery: 2 1/2" dia.                              |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  | <b>LEPRECHAUN MARKS</b><br>21 22 23 24 25 26<br>Minimum size for embroidery: 2 1/2" dia.                                                                                                                                                                 |                                                               |                                                                                                         |
| <b>VINTAGE OVERLAYED ND MARKS</b><br>11 12 13 14 15<br>Minimum size for embroidery: 2 1/2" dia.                     |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  | <b>SHAMROCK MARKS</b><br>27 28 29 30 31 32 33<br>Minimum size for embroidery: 2 1/2" dia.                                                                                                                                                                |                                                               |                                                                                                         |
| <b>VINTAGE INTERLOCKING ND MARKS</b><br>16 17 18 19 20                                                              |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  | <b>HELMET MARK</b> 34 <b>DOME</b> 35 <b>COMMERCIAL SEAL</b> 36 <b>OFFICIAL SEAL</b> 37 <b>HANGTAG LABEL</b> 38                                                                                                                                           |                                                               |                                                                                                         |
| <b>COLOR INFORMATION</b><br>Minimum size for embroidery: 2 1/2" dia.                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  | <b>ADDITIONAL PERTINENT INFORMATION</b>                                                                                                                                                                                                                  |                                                               |                                                                                                         |
| <b>SCHOOL COLORS</b><br>NOTRE DAME NAVY<br>NOTRE DAME GOLD<br>NOTRE DAME METALLIC GOLD<br>NOTRE DAME GREEN<br>WHITE |  | <b>PANTONE COLORS</b><br>PANTONE 289<br>PANTONE 115<br>PANTONE 872<br>PANTONE 347<br>WHITE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  | <b>THREAD COLORS</b><br>MADIPA 1242    RA 2003    SS/SULKY 308<br>MADIPA 1126    RA 2486    SS/SULKY 1083<br>MADIPA GOLD 14    RA J GOLD    SS/SULKY 1904<br>MADIPA 1104    RA 2404    SS/SULKY 1817<br>WHITE    WHITE    WHITE                          |                                                               |                                                                                                         |
| NOTRE DAME NAVY    NOTRE DAME GOLD    NOTRE DAME METALLIC GOLD    NOTRE DAME GREEN                                  |  | Yes    No<br>University sale permitted on products for resale:    X    X<br>Derivative use allowed:    X    X<br>Developing / interesting graphics permitted with seal:    X    X<br>University licensed consumables:    X    X<br>University licensed health & beauty products:    X    X<br>University permits numbers on products for resale:    X    X<br>Mascot caricatures permitted:    X    X<br>Cross licensing with other marks permitted:    X    X<br>NO USE of names, player's names, images, or likeness permitted on commercial products in violation of NCAA rules and regulations.    X    X<br>NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.    X    X |  | <b>Restrictions</b><br>Official Seal approval on an individual request basis.<br>Additional restrictions may be required by US Patent & Trademark Office (approval may be required by US Patent & Trademark Office).<br>Contact University for approval. |                                                               |                                                                                                         |

NOTE: The marks of The University of Notre Dame are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the indicia shown above, any indicia adopted hereafter and use or approved for use by THE UNIVERSITY OF NOTRE DAME shall be deemed to be additions to the indicia as though shown above and shall be subject to the terms and conditions of the Agreement.

Below is the artwork of the shoe on which we coordinated with the supplier whilst development:



## Foam sheet confirmation and its specifications

**Date:** 27/04/07  
**Product:** PU Foam  
**Foam Type:** 060 Hard  
**Colour:** White

| S.N o. | Parameter                                    | Specified Value | Test Method |
|--------|----------------------------------------------|-----------------|-------------|
| 1.     | Density (kg/m <sup>3</sup> )                 | 54-58           | IS-7888     |
| 2.     | Cell Size(Nos.) In PPI                       | >66             | IS-7888     |
| 3.     | Tensile Strength (kg/cm <sup>2</sup> )       | >=2             | IS-7888     |
| 4.     | Elongation (%)                               | >140            | IS-7888     |
| 5.     | % Resilience                                 | >=20            | IS-7888     |
| 6.     | Hardness IFD at 50% (kg/323cm <sup>2</sup> ) | 70-80           | IS-7888     |



## First sample piece developed with errors



## Final Sample set developed and got approval from the buyer:

