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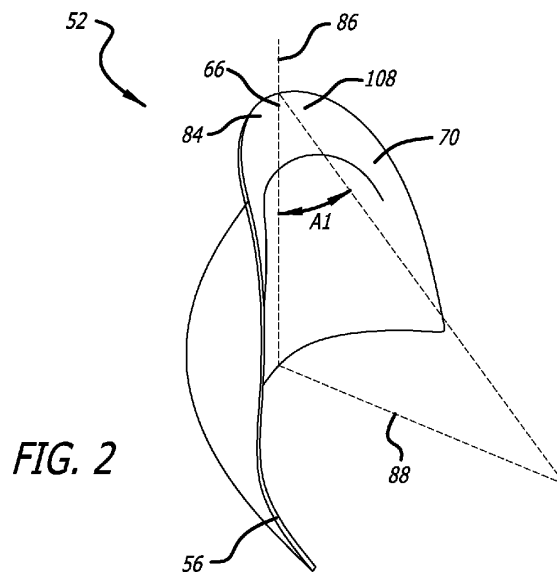
(71) Applicant: **SKECHERS U.S.A., INC. II** [US/US]; 228
Manhattan Beach Blvd., Manhattan Beach, California
90266 (US).

(72) Inventors: **WEEKS, John Maxwell**; Los Angeles, California (US). **KELLEY, Scott**; Redondo Beach, California (US). **CHUANG, Frank F.**; Cypress, California (US). **LIAO, Pei-Chun**; Torrance, California (US). **TJA, Johnson**; Foshan City, Guangdong (CN). **XIE, Hui**; Dongguan City, Guangdong (CN). **STOCKBRIDGE, Kurt**; Palos Verdes Estates, California (US).

(74) Agent: **LERNER, Marshall**; 1875 Century Park East, Suite 1150, Los Angeles, California 90067-2501 (US).

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(54) Title: FOOTWEAR COUNTER FOR EASIER ENTRY AND REMOVAL



(57) Abstract: An article of footwear includes a heel cup attached to an upper and extending from a sole structure to at least a portion of a rear heel collar of the upper. The heel cup is uniformly molded with an upper portion, midportion, and lower portion and the upper portion has a smaller mediolateral length than the midportion, and the midportion and lower portion form a concave structure configured to receive the heel. The upper portion is capable of distorting from a first configuration into a second configuration under a load of a user's foot when the user is donning the footwear. In the second configuration, at least part of the upper portion is lowered relative to the first configuration and is capable of returning to the first configuration after the load of the user's foot is removed. The midportion includes a peripheral portion thicker than a central portion.

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- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*
- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*
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