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(54) Form-fitting articles and method for customizing articles to be form-fitted

(57) Customized, form-fitting athletic articles with a heat moldable material that a wearer may heat to soften after purchase to conform the heat moldable material so the contours of the wearer's body may provide many advantages for consumers, such as increased comfort performance, or safety. The heat moldable material may be incorporated into the upper of an athletic shoe. The heat moldable material may be sufficiently flexible so as not to impede the necessary movements of a wearer or the athletic shoe while performing activities, such as running, walking, jumping, etc. The heat moldable material may be reusable in that it may be reheated and remolded multiple times so that the article may be re-customized or refitted as needed. The article may also include a temperature sensitive indicator that indicates when the heat moldable material has been softened,

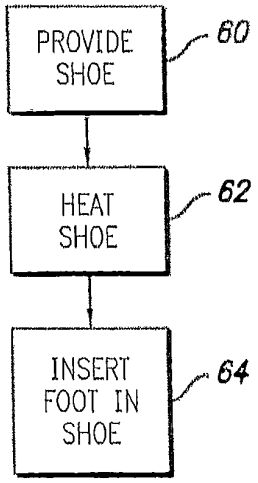


FIG. 10

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EUROPEAN SEARCH REPORT

Application Number
EP 11 18 9528

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Place of search	Date of completion of the search	Examiner
The Hague	9 July 2013	Gkionaki, Angeliki

CATEGORY OF CITED DOCUMENTS

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