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REEL: 010700 FRAME: 0808

ASSIGNMENT

WHEREAS, we, the undersigned, MILTON L. COHEN, of 133 Everit Avenue, Hewlett Bay Park, New York 11557, JEFF SIEGEL of 106 Center Island Road, Center Island, New York 11771 and ADAM KRENT of 497 6th Avenue, Brooklyn, New York 11215, have invented a new and useful HANDLE FOR KITCHEN TOOLS AND GADGETS, for which application papers for United States Design Letters Patent thereon was filed on December 20, 1999, Serial No. 29/115,635; and

WHEREAS, we verily believe outselves to be the original, first and joint inventors of the invention set forth in said Application for Design Letters Patent, and represent that we have not conveyed or hypothecated any right or interest therein, and

WHEREAS, LIFETIME HOAN CORPORATION, a Corporation of the State of Delaware, sometimes hereinafter referred to as "said assignee", having a principal place of business at One Merrick Avenue, Westbury, New York 11590-6601, is desirous of acquiring the entire and exclusive right, title and interest in and to said invention, and all patent applications which may be filed thereon, and any and all Letters Patent which may be granted or issued therefor in the United States and throughout the world, including any and all divisions, continuations, continuations—in—part, reissues and extensions of any of the foregoing and all international priority rights associated therewith:

PATENT REEL: 010700 FRAME: 0809

NOW, THEREFORE, in consideration of the sum of One (\$1.00) Dollar and other good and valuable consideration, receipt of which is hereby acknowledged, we do hereby sell, assign, transfer and set over unto the said assignee, its successors and assigns, the entire and exclusive right, title and interest in and to said invention, patent applications and Letters Patent which may be granted or issued for said invention in the United States and throughout the world, including all divisions, continuations, continuations-in-part, reissues and extensions thereof, and all international priority rights associated therewith, all to be held and enjoyed as full and completely as the same might have been held by us had this assingment not been made, and we hereby authorize and request the Commissioner of Patents of the United States and the duly constituted authorities of foreign countries to issue all Letters Patent relating to the foregoing assigned rights to said assignee, its successors and assigns.

We agree that we will promptly, upon request, and without further compensation, but at no out-of-pocket cost or expense to us, do all lawful acts including the execution of all necessary documents, and the giving of testimony that in the opinion of the said assignee, its successors and assigns may be necessary or desirable for obtaining, sustaining, or reissuing United States and foreign Letters Patent relating to the foregoing assigned rights, and for perfecting, affirming, recording, and maintaining the title of said assignee, its successors and

assigns thereto, and that we will generally cooperate to the fullest extent in all matters relating to said invention and patents, and said assignee's title thereto.

IN WITNESS WHEREOF, we have executed this instrument on , 2000. March 10th day of this

SIEGEL

STATE OF NEW YORK 88.: COUNTY OF NASSAU

RECORDED: 03/21/2000

March , 2000, before me the On this 10th day of undersigned, a Notary Public in and for the said County and State, personally appeared MILTON L. COHEN, JEFF SIEGEL and ADAM KRENT, known to me to be the persons whose names are subscribed to the within instrument, and acknowledged to me that they executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my Official Seal.

PUBLIC

PERRY TEITELBAUM Notary Public, State of New York No. 30-4870654 Qual, in Nassau Co. Certificate Filed in Kings County Commission Expires Aug. 18, 2,000

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PATENT REEL: 010700 FRAME: 0811