

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Alan R. Hirsch	12/14/2004
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Inscentivation, Inc.
<b>Street Address:</b>	222 North LaSalle Street, #2600
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60601
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Patent Number:</b>	5885614
<b>CORRESPONDENCE DATA</b>	
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<b>NAME OF SUBMITTER:</b>	Kristine M. Strodthoff
<b>Total Attachments: 2</b>	
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**CH \$40.00 5885614**

**ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT:**

**INVENTOR:**

Alan R. Hirsch  
7 Vernon Trail  
Riverwood, IL 60015

**ASSIGNEE:**

Inscentivation, Inc.  
222 North LaSalle Street, #2600  
Chicago, IL 60601  
(Illinois Corporation)

**BACKGROUND OF THIS ASSIGNMENT:**

Inventor has conceived certain new and useful inventions disclosed in a United States patent application entitled Use of Odorants to Treat Male Impotence, and Article of Manufacture Therefor, issued on March 23, 1999, as US Patent No. 5,885,614.

**THE PARTIES AGREE AS FOLLOWS:**

In consideration of good and valuable consideration, the receipt, sufficiency and adequacy of which is hereby acknowledged, INVENTOR has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer to ASSIGNEE the entire right, title and interest in the above-identified inventions and application and to any reissues, renewals, divisions or continuations of the application thereof, and hereby authorizes the Commissioner of Patents and Trademarks to issue such Letters Patent to ASSIGNEE for the sole use of ASSIGNEE, its successors or assigns.

INVENTOR further agrees to execute, at the request and expense of ASSIGNEE such other formal documents as may be required to fully convey the interest transferred herein and will similarly execute any application papers required for the filing of any division, continuation, renewal or reissue of the patent application or resulting Letters Patent; and will generally do everything necessary or desirable to obtain and enforce proper protection for the inventions assigned hereby.

Assignment  
(USSN 10/690,791)

INVENTOR further assigns to ASSIGNEE the whole right, title and interest in the inventions disclosed in the application throughout all countries foreign to the United States. ASSIGNEE is hereby authorized to apply for patents relating to the inventions in its own name in countries where such procedure is proper; to claim the benefit of the International Convention; to file and prosecute International Applications relating to the inventions under the Patent Cooperation Treaty; and to file and prosecute applications relating to the inventions under the European Patent Convention. INVENTOR agrees to execute applications relating to the inventions in those countries and under those conventions where it is necessary that the same be executed by the inventor, and to execute assignments of such applications and the resulting Letters Patent to ASSIGNEE as well as all other necessary papers in relation to such applications and the resulting Letters Patent to ASSIGNEE as well as all other necessary papers in relation to such applications and Letters Patent. INVENTOR hereby consents that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country as proof of the right of ASSIGNEE to apply for patent and other form of protection for said inventions and to claim the aforesaid benefit of the right of priority.

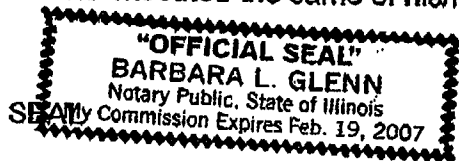
To be binding on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

Date: 12/14/04

Signature: *Alan R. Hirsch*  
Alan R. Hirsch

State of IL )  
County of COOK ) ss.

BEFORE ME, this 14<sup>th</sup> day of DECEMBER, 2004, personally appeared the above-named inventor, known to me to be the person who is described in and who executed the foregoing assignment instrument and acknowledged to me that he/she executed the same of his/her own free will for the purpose therein expressed.



*Barbara L. Glenn*  
Notary or Consular Officer  
My Commission Expires: 2-19-07