

Form PTO-1595 (Rev. 10/02)

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OMB No. 0651-0027 (exp. 6/30/2005)

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Aaron LOWN John R. SWARTZ

2. Name and address of receiving party(ies)

Name: BUILT NY, INC.

Internal Address:

Street Address: 75 Spring Street, 7th Floor

City: New York State: NY Zip: 10012

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: January 17, 2006 respectively

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s) 29/242,720

B. Patent No.(s)

Filed: November 14, 2005 (BUILT.DP034)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Andrew F. Young, Esq.

Internal Address: LACKENBACH SIEGEL, LLP

Lackenbach Siegel Building

Street Address: 1 Chase Road

City: Scarsdale State: NY Zip: 10538

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number: 10-0100

10-0100 (any additional fees, Lackenbach Siegel, LLP)

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9. Signature.

ANDREW F. YOUNG, Esq.

Name of Person Signing

Signature

January 24, 2006

Date

Total number of pages including cover sheet, attachments, and documents: 3

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments Washington, D.C. 20231

CH \$40.00 100100 29242720

Docket No. BUILT.DP034

ASSIGNMENT

In consideration of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned inventors:

| Name | Address |
|-------------------------------------|---|
| Inventor (1): Aaron LOWN | Residing at: Clinton Road Tuxedo, NY 10987 USA Citizenship: US |
| Inventor (2): John R. SWARTZ | Residing at: 141 Godwin Ave. Ridgewood, NJ 07450 USA Citizenship: US |

declare that they are all citizens of the country of United States of America with residences as listed above,

Hereby sell, assign and transfer to **BUILT NY, INC.**, a corporation of the State of New York, Country of USA, hereafter called the "Assignee," having a place of business at 75 Spring Street, 7th Floor, New York, NY 10012, USA;

To its successors, assigns and legal representatives, the entire right, title and interest for the United States and worldwide, in and to any and all improvements which are described and claimed in the

_____ attached specification executed on _____,
XX specification Serial No. 29/242,720, filed November 14, 2005
 _____ U.S. Letters Patent No. _____; issued _____

entitled: **FOUR-PACK CARRYING DEVICE**,

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for Letters Patent which have been or shall be filed in the United States or worldwide on any of said improvements; and in and to all original and reissued patents which have been or shall be issued in the United States or worldwide on said improvements;

Agree that said Assignee may apply for and receive Letters Patent for said improvements in its own name; and that, when requested, without charge to but at the expense of said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, declarations, assignments,

powers of attorney and other papers; communicate to said Assignee, its successors, assigns and representatives, all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives; and

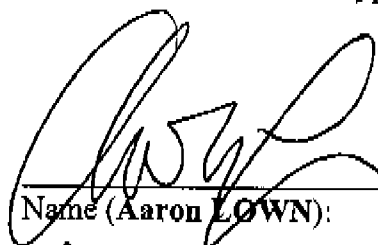
PATENT
REEL: 017210 FRAME: 0246

Docket No. BUILT.DP034

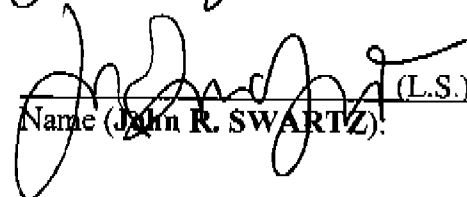
Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

The undersigned further declare that all statements made herein of their own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

DATE 1/17/06

 (L.S.)
Name (Aaron LOWN):

DATE 1-17-6

 (L.S.)
Name (John R. SWARTZ):