

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Rachael Ray		02/27/2006
RECEIVING PARTY DATA		
Name:	Watch Entertainment, Inc.	
Street Address:	375 Greenwich Street	
City:	New York	
State/Country:	NEW YORK	
Postal Code:	10013	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	29211320	
CORRESPONDENCE DATA		
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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Address Line 2:	Met Life Building, 200 Park Avenue	
Address Line 4:	New York, NEW YORK 10166	
ATTORNEY DOCKET NUMBER:	66526.010400	
NAME OF SUBMITTER:	Ms. Randi Flamenbaum	
Total Attachments: 1 source=29211320#page1.tif		

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REEL: 017238 FRAME: 0209

ASSIGNMENT

WHEREAS, I, **Rachael Ray**; hereinafter referred to as ASSIGNOR, whose post office address is: 220 East 22nd Street, Apt. 6M, New York, NY 10010, U.S.A., has invented and own a certain design invention entitled:

PLATES (As Amended)

for which a design patent application was filed with the United States Patent and Trademark Office on **August 13, 2004**, and assigned Design Serial No. 29/211,320

WHEREAS, **Watch Entertainment, Inc.**, a corporation organized and existing under the laws of the State of **New York** and having its principal place of business at **375 Greenwich Street, New York, NY 10013, U.S.A.** (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire interest in, to and under said design invention and in, to and under Design Letters Patent or similar legal protection to be obtained therefore in the United States and in any and all foreign countries.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, I hereby sell, assign and transfer to ASSIGNEE the full and exclusive right, title and interest to said design invention in the United States and its territorial possessions and in all foreign countries and to all Design Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said design invention by said application or any continuation, continuation-in-part, divisional, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted.

I HEREBY COVENANT that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale; and

I FURTHER COVENANT that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said design invention and said Design Letters Patent and legal equivalents in foreign countries as may be known and accessible to me and I will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said design invention and said Design Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

Signature: _____

Name Printed: **Rachael Ray**

Citizenship: U.S.

Dated: 2/27/06

Witness: _____

Name: John Cusimano
Title: President

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RECORDED: 03/01/2006

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