

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jennifer MASSEY	05/02/2006
RECEIVING PARTY DATA	
Name:	The Hardway, LLC
Street Address:	5407 Colfax, Suite 226
City:	North Hollywood
State/Country:	CALIFORNIA
Postal Code:	91601
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	10893796
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	16080.900200
NAME OF SUBMITTER:	Stefan J. Kichanski
Total Attachments: 1 source=Assignment_10893796#page1.tif	

CH \$40.00 10893796

ASSIGNMENT

- (1-8) *Insert Name(s) of Inventor(s)*
 - (1) Jennifer MASSEY
 - (2)
 - (3)
 - (4)
 - (5)
 - (6)
- (9) *Insert name of Assignee* (9) The Hardway, LLC
- (10) *Insert state of Incorporation of Assignee* (10) California
- (11) *Insert address of Assignee* (11) of 5407 Colfax, Suite 226, North Hollywood, California 91601 (hereinafter designated as the Assignee) the entire worldwide right, title and interest in the invention known as
- (12) *Insert Identification of Invention, such as Title, Case Number or Foreign Application Number* (12) DISPENSER PROTECTOR DEVICE AND METHOD, 10/893,796 for which the undersigned has (have) executed an application for patent in the United States of America or under the Patent Cooperation Treaty and all patent applications in foreign countries corresponding thereto or based thereon.
- (13) *Insert Date of Signing of Application* (13) on _____

1) The undersigned agree(s) to execute all papers necessary in connection with any original, reissue, divisional and continuing United States, international and foreign applications for the above-identified invention and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

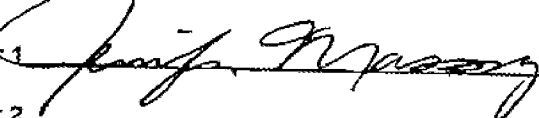
2) The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or division thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

3) The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

4) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.

5) The undersigned hereby authorize(s) and request(s) the
 Commissioner of Patents Patent Office the Patent Office of any foreign or designated country to issue any and all Letters Patents of
 the United States any foreign or designated country
 resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed any agreement in conflict herewith.

6) The undersigned hereby appoints Stefan J. Kirchanski, 36,568, Mary Aversano, 54,972, JoAnna M. Esty, 31,482, and all of Limer Yankelevitz Sunshine & Regenstrelf LLP the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of
 the United States Patent and Trademark Office any Patent Office concerned for recordation of this document.

Date: 05/02/06 Signature of Inventor 1 

Date: _____ Signature of Inventor 2 _____

Date: _____ Signature of Inventor 3 _____

Date: _____ Signature of Inventor 4 _____

Date: _____ Signature of Inventor 5 _____

Date: _____ Signature of Inventor 6 _____