

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Richard Mark Pola	03/20/2007
RECEIVING PARTY DATA	
Name:	Richard Pola & Associates, Inc.
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29277660
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NAME OF SUBMITTER:	David Hong, Reg45704
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PATENT
REEL: 019052 FRAME: 0275

Assignment of U.S. Design Patent Appl. for "CUP WITH SPRITZING MECHANISM"

WHEREAS, I, RICHARD MARK POLA, having an address at 606 9th Street, Manhattan Beach, California 90677, U.S., respectfully, have invented certain new and useful improvements disclosed in an application (**Serial No. 29/277660; filed March 5, 2007**) for United States Letters Patent titled, ("CUP WITH SPRITZING MECHANISM") and executed by me, and

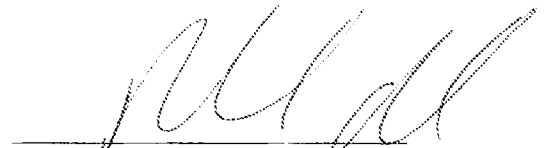
WHEREAS, RICHARD POLA & ASSOCIATES, INC., a California corporation, (hereafter, together with any successors, legal representatives of assign thereof, called "Assignee"), having its principal place of business at 2205 Pacific Coast Highway, Hermosa Beach, California 90254, U.S., wants to acquire the entire right, title and interest in and to said improvement and application.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned, transferred and set over, and do hereby sell, assign, and transfer and set over to Assignee the entire right, title and interest in and to said improvements, and said application and all divisions, substitutions, continuations and continuations-in-part thereof, and all United States Letters Patents, which may be granted thereon and all reissues and extensions thereof, and all priority rights under the International Convention for the Protection of Industrial Property for every member country, and all applications for patents (including related rights such as utility-model registrations, inventor's certificates, and the like) heretofore or hereafter filed for said improvements in any foreign countries, and all patents (including all extensions, renewals, and reissues thereof) granted for said improvements in any foreign countries; and we hereby authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said improvements to Assignee in accordance with the terms of this assignment;

AND I covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute any agreement in conflict herewith;

AND I further covenant and agree that I will communicate to Assignee any facts known to me respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuations-in-part, substitute and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee to obtain and enforce proper patent protection for said improvements in all countries.

Dated this 20 day of MARCH 2007, at Hermosa Beach, U.S.



Richard Mark Pola, Inventor and Assignor