

## PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Aaron Lown</td><td>03/23/2007</td></tr><tr><td>John Roscoe Swartz</td><td>03/23/2007</td></tr></tbody></table>		Name	Execution Date	Aaron Lown	03/23/2007	John Roscoe Swartz	03/23/2007
Name	Execution Date						
Aaron Lown	03/23/2007						
John Roscoe Swartz	03/23/2007						
RECEIVING PARTY DATA							
Name:	Built NY						
Street Address:	520 Broadway, 2nd Floor						
City:	New York						
State/Country:	NEW YORK						
Postal Code:	10012						
PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>29276690</td></tr></tbody></table>		Property Type	Number	Application Number:	29276690		
Property Type	Number						
Application Number:	29276690						
CORRESPONDENCE DATA							
Fax Number: (877)769-7945 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone: (212) 641-2268							
Email: Zoppo@fr.com							
Correspondent Name: Michael T. Zoppo							
Address Line 1: FISH & RICHARDSON P.C.							
Address Line 2: P.O.BOX 1022							
Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022							
ATTORNEY DOCKET NUMBER:	20424-012001						
NAME OF SUBMITTER:	Jennifer Mavronas						
Total Attachments: 3 source=20424012001assig#page2.tif source=20424012001assig#page3.tif							

CH 29276690 \$40.00

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PATENT  
REEL: 019106 FRAME: 0247



ASSIGNMENT

For valuable consideration, we, Aaron Lown, of 94 Clinton Road, Tuxedo, NY 10987; John Roscoe Swartz, of 141 Godwin Avenue, Ridgewood, NJ 07450; hereby assign to BUILT NY, a corporation of New York, having a place of business at 520 Broadway, 2nd Floor, New York, NY 10012, and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled LARGE SUPER-TOTE (DESIGN), filed February 1, 2007, and assigned U.S. Serial Number 29/276,690, this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

DATE: 3/23/07

  
AARON LOWN

STATE OF New York )  
COUNTY OF New York ) SS.

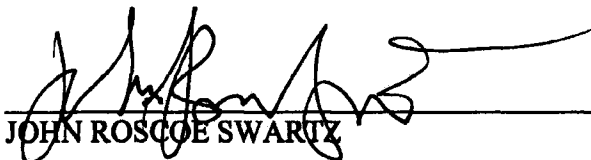
On March 23, 2007, before me, the undersigned, a notary public for the State of New York, there personally appeared AARON LOWN personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his authorized capacity and that by his signature on this Assignment, the person or the entity upon behalf of which he acted, executed this Assignment.

WITNESS my hand and official seal.

  
Notary Public

Michelle Lo  
NOTARY PUBLIC, State of New York  
No. 01LO6147141  
Qualified in New York County  
Commission Expires May 30, 2010

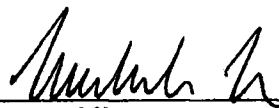
DATE: 3/23/07

  
JOHN ROSCOE SWARTZ

STATE OF New York )  
COUNTY OF New York ) SS.

On March 23, 2007, before me, the undersigned, a notary public for the State of New York, there personally appeared JOHN ROSCOE SWARTZ personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his authorized capacity and that by his signature on this Assignment, the person or the entity upon behalf of which he acted, executed this Assignment.

WITNESS my hand and official seal.

  
Notary Public

Michelle Lo  
NOTARY PUBLIC, State of New York  
No. 01LO6147141  
Qualified in New York County  
Commission Expires May 30, 2010

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