

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Ben Gurst	05/26/2005
Peter Murane	05/26/2005
Jillian Pitt	05/26/2005

RECEIVING PARTY DATA

Name:	Brandjuice
Street Address:	820 16th Street
City:	Denver
State/Country:	COLORADO
Postal Code:	80202

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29231755

CORRESPONDENCE DATA

Fax Number: (510)271-1652

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 510-271-7288

Email: Toni.Sampson@Clorox.com

Correspondent Name: Monica Winghart

Address Line 1: P.O. Box 24305

Address Line 4: Oakland, CALIFORNIA 94623-1305

ATTORNEY DOCKET NUMBER:

950.04

NAME OF SUBMITTER:

Monica Winghart

Total Attachments: 3

source=95004AssignmentReassignment#page1.tif

source=95004AssignmentReassignment#page2.tif

PATENT

REEL: 019174 FRAME: 0099

500260144

CH \$40.00 29231755



ASSIGNMENT AND REASSIGNMENT

I. ASSIGNMENT

WHEREAS, Ben Gust, Peter Murane and Jillian Pitt, all residents of the City of Denver, all of the State of Colorado, hereinafter referred to as ASSIGNOR, has, along with others, invented a new and unobvious invention entitled

BOTTLE

for which he has made, along with others, application for Letters Patent of the United States, such invention being described in and identified by said application having been given a Serial No. \_\_\_\_\_, and a filing date of \_\_\_\_\_; and

WHEREAS, BRANDJUICE, a Colorado corporation having a place of business at 820 16<sup>th</sup> Street, Denver, Colorado, 80202, hereinafter referred to as ASSIGNEE, is desirous of acquiring the entire right, title and interest in and to said application and said invention, and in and to said Patent, including the equivalent rights thereunder in all foreign countries; and

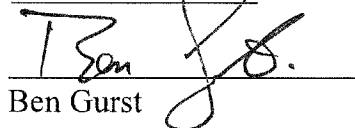
WHEREAS, ASSIGNOR is desirous of and willing to assign all right, title and interest in and to said Patent and acknowledges that he is under a continuing duty to assign said Patent to ASSIGNEE.

NOW, in consideration of the sum of One Dollar (\$1.00) and for other good and valuable consideration received by ASSIGNOR from ASSIGNEE, the receipt of which is hereby acknowledged by ASSIGNOR:

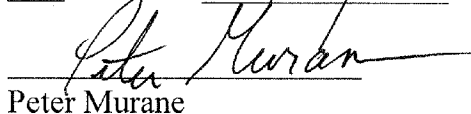
1. ASSIGNOR hereby sells, assigns, transfers and conveys unto ASSIGNEE, the entire right, title and interest in and to said Patent and said invention; including all priority rights under the International Convention associated with the filing of said application, for each country of the Union; and in and to any and all Letters Patent on said invention that may be granted by the United States or any foreign countries, including each and every Letters Patent granted on any application which is a division, substitution, or continuation of any application relating to said invention, and in and to each and every reissue or extension of said Letters Patent.

2. ASSIGNOR hereby warrants, covenants and represents the fact to be that he has not heretofore granted any license, right or privilege in respect to the said application or said invention or improvements, or in any other way encumbered the same, and that he has the full right to convey, free of all licenses and encumbrances, the entire interest hereby assigned.

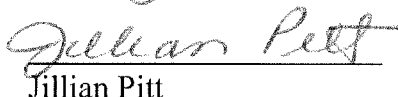
IN TESTIMONY WHEREOF, I, BEN GURST, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS 26 DAY OF MAY 2005.

  
Ben Gurst

IN TESTIMONY WHEREOF, I, PETER MURANE, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS 26 DAY OF May 2005.

  
Peter Murane

IN TESTIMONY WHEREOF, I, JILLIAN PITT, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS 26 DAY OF May 2005.

  
Jillian Pitt

## II. REASSIGNMENT

WHEREAS, BRANDJUICE, a Colorado, having a place of business in Denver, Colorado, desires to assign its interest in and to U.S. Patent Application Serial No. \_\_\_\_\_ including the invention claimed thereby, as well as any foreign rights thereunder, to THE CLOROX COMPANY, hereinafter referred to as CLOROX, a Delaware corporation, having a place of business in Oakland, California; and

WHEREAS, CLOROX desires to acquire the interest of BRANDJUICE in and to the Patent Application, including the invention claimed thereby, as well as any foreign rights thereunder.

NOW, THEREFORE, in consideration of good and valuable consideration received by BRANDJUICE from CLOROX, the receipt of which is hereby acknowledged:

1. BRANDJUICE does hereby sell, assign, transfer and confirm unto CLOROX, its successors, assigns and heirs, all right, title and interest in and to the Patent Application, including the invention claimed thereby, as well as any foreign rights thereunder, and in and to any applications, divisions, continuations, renewals, and substitutes thereof, and reissues of the same.

2. BRANDJUICE further agrees to execute upon request of CLOROX or its successors, assigns or heirs, such additional documents, if any, as are necessary and proper to secure patent protection on said invention, and to otherwise give full effect to, or perfect the rights of, CLOROX, or its successors, assigns or heirs, under this Reassignment.

IN TESTIMONY WHEREOF, I, JONATHON TOFEL of BRANDJUICE, HAVE  
DELIVERED THIS INSTRUMENT THIS 26 DAY OF May, 2005.

BRANDJUICE

By:  \_\_\_\_\_

Name: Jonathan Tofel

Title: Entrepreneur