

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Volker Hundertmark	03/15/2008
RECEIVING PARTY DATA	
Name:	Nature Friends GmbH
Street Address:	Am Weingarten 4
City:	D - 30974 Wennigsen
State/Country:	GERMANY
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29291637
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	30094-4
NAME OF SUBMITTER:	Walter P. Moore
Total Attachments: 3 source=Assign_30094-4#page1.tif source=Assign_30094-4#page2.tif source=Assign_30094-4#page3.tif	

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ASSIGNMENT

Volker Hundertmark of Volker Hundertmark Industriedesign, Jenhorst 54, D - 31604 Raddesdorf, Germany, hereafter referred to as the "Assignor," either singularly or collectively as appropriate, has made certain inventions in a **BOTTLE**, hereinafter referred to as the "Inventions," invented by the Assignor and as, at least in part, disclosed, described, claimed, and/or intended to be in

United States Patent Application No. 29/291,637,

which was filed on September 7, 2007,

hereinafter referred to as the "Application." In the event the application number and/or filing date of the Application are not known and/or written above at the time this Assignment is executed, the Assignor hereby authorizes and requests the firm of Woodard, Emhardt, Moriarty, McNett & Henry LLP of 111 Monument Circle, Suite 3700, Indianapolis, Indiana 46204-5137 to insert above the date and/or application number of the Application when officially known.

For good, valuable and sufficient consideration to the Assignor, the receipt of which is hereby acknowledged, the Assignor does hereby sell, assign and transfer unto Nature Friends GmbH, a foreign limited liability company of the Country of Germany, having a principal place of business at Am Weingarten 4, D - 30974 Wennigsen, ALEMANIA (Germany); hereinafter referred to as the "Assignee,"

- (i) all of the entire worldwide right, title, and interest in, to, and under the Inventions,
- (ii) all of the entire worldwide right, title, and interest, together with all rights of priority, in, to, and under the Application,
- (iii) all of the entire worldwide right, title, and interest, together with all rights of priority, in, to, and under the portions, in whole or in part, of any and all applications based on or arising from the Inventions or the Application, including provisional, utility, design, plant, and petty patent applications, and any and all divisions, continuations, continuations-in-part, substitutes, extensions, re-examinations, and reissues thereof, and
- (iv) all of the entire worldwide right, title, and interest, together with all rights of priority and rights of action for infringement, in, to, and under the portions, in whole or in part, of any and all patents based on or arising from the Inventions or the Application, including utility, design, plant and petty patent applications, and any and all divisions, continuations, continuations-in-part, substitutes, extensions, re-examinations, and reissues thereof,

in all countries, United States and foreign, and under any applicable treaty or convention, which include but are not limited to:

- (a) all past, present, and future rights and privileges, legal, equitable, and otherwise, including, to the extent permissible by law, rights and privileges related to the Assignor's attorney-client relationship,
- (b) all past, present, and future causes of action, including causes of action for infringement and misappropriation, whether committed or accruing before, on, or after the effective date of this assignment, and
- (c) all past, present, and future remedies for damages and profits,

as related to the Inventions, the Application, and the portions, in whole or part, of any and all applications or patents based on or arising from the Inventions or the Application, to be held and enjoyed by the Assignee as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale had not been made, the above, including items (i) through (iv) and (a) through (c), hereinafter referred to as the "Property and Related Rights."

The Assignor hereby COVENANTS AND WARRANTS that the Assignor has not executed and shall not execute any writing or perform any act whatsoever conflicting with this Assignment. This covenant and warranty includes, but is not limited to, a representation to the Assignee that no assignment, grant, mortgage, license, encumbrance, or other agreement affecting any portion, in whole or in part, of the

ASSIGNMENT

Property and Related Rights has been made to any party by the Assignor, and that the full right and authority to convey the Property and Related Rights as herein expressed is possessed by the Assignor.

The Assignor hereby further COVENANTS AND WARRANTS that the Assignor will, without further consideration or payments to the Assignor but at the Assignee's expense, perform the following as relating to the Inventions, the Application, and the portions of any and all applications or patents based on or arising from the Inventions or the Application in all countries, United States and foreign, and under any applicable treaty or convention:

- (1) communicate any and all facts and information known to the Assignor respecting the Property and Related Rights to the Assignee and the Assignee's affiliates, legal representatives, and successors;
- (2) sign, execute, and deliver any and all other papers necessary or desirable to perfect the title to all of the entire right and interest, together with all rights of priority in, to, and under the Inventions, the Application, and the portions, in whole or in part, of any and all applications or patents based on or arising from the Inventions or the Application, including all rightful oaths, declarations, assignments, powers of attorney, and other related papers, in and for the use of the Assignee and the Assignee's affiliates, legal representatives, and successors;
- (3) testify in any legal or quasi-legal proceedings regarding any and all facts known to the Assignor relating to the Property and Related Rights as requested by the Assignee and the Assignee's affiliates, legal representatives, and successors;
- (4) act in the benefit of the Assignee, including not engaging in any acts resulting in intentional or unintentional waiver of attorney-client privileges, as relating to the Property and Related Rights without express written authorization by the Assignee, and, in the event that there is a waiver of attorney-client privileges, assert that any partial waiver of attorney-client privileges does not constitute a total waiver of attorney-client privileges; and
- (5) generally do everything reasonable to aid in securing, maintaining, and enforcing proper protection for the Property and Related Rights in the Assignee and the Assignee's affiliates, legal representatives, and successors.

The Assignor hereby agrees that any partial waiver of the Assignor's attorney-client rights and privileges as related to the Property and Related Rights, whether inadvertent, willful, past, present, or future, will not constitute a total waiver of the Assignor's attorney-client rights and privileges.

The Assignor hereby authorizes and requests the Honorable Commissioner for Patents to issue any aforesaid patent to the Assignee and the Assignee's affiliates, legal representatives, and successors.

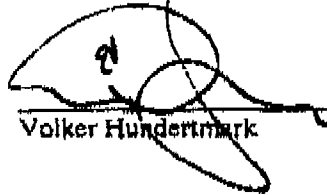
This Assignment embodies the complete agreement between the parties and shall be governed and controlled as to validity, enforcement, interpretation, construction, effect, and in all other respects by the laws of the United States, and in particular in accordance with the laws of the State of Indiana, without reference to the conflict of laws principles thereof. It is further understood that Assignor consents to the courts of Indiana in connection with any dispute arising under the Assignment.

If any provision of this Assignment shall be ruled invalid or unenforceable by a court of competent jurisdiction, such decision shall not affect the validity or enforceability of the remaining portions of this Assignment, which remaining portions shall continue in full force and effect as if this Assignment had been executed with the invalid portion eliminated.

This Assignment is hereby made effective as of the 7th day of March, 2007, or effective as of the conception date of the Inventions if earlier.

ASSIGNMENT

WITNESS Assignor's hand this 15 day of MARCH 2008


Volker Hundertmark