

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Benjamin Henry Branson III	03/21/2007
Mark K. Romandy	03/21/2007
RECEIVING PARTY DATA	
Name:	Hamilton Beach/Proctor-Silex, Inc.
Street Address:	4421 Waterfront Drive
City:	Glen Allen
State/Country:	VIRGINIA
Postal Code:	23060
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11684040
CORRESPONDENCE DATA	
Fax Number:	(215)965-1331
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Correspondent Name:	Martin G. Belisario [10499-1302US msm]
Address Line 1:	Panitch Schwarze Belisario & Nadel LLP
Address Line 2:	2005 Market Street, Suite 2200
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-7013
ATTORNEY DOCKET NUMBER:	210499.1302
NAME OF SUBMITTER:	Martin G. Belisario [10499-1302US msm]

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Total Attachments: 4
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ASSIGNMENT

In consideration of TEN DOLLARS (\$10.00) and other good and valuable considerations, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, I, **Benjamin Henry Branson, III**, 2037 Deerhunters Crossing, Mechanicsville, VA 23111, and I, **Mark K. Romandy**, 1701 Drifting Circle, Midlothian, VA 23113.

Hereby sell, assign and transfer to HAMILTON BEACH/PROCTOR-SILEX, INC., a Delaware corporation, having a place of business at 4421 Waterfront Drive, City of Glen Allen, County of Henrico, State of Virginia, U.S.A., its successors, assigns, and legal representatives, my entire right, title and interest, for all countries, in and to any and all inventions or improvements which are disclosed and claimed, and any and all inventions or improvements which are disclosed but not claimed, in the application for United States Letters Patent, Serial No. 11/684,040 titled **Travel Mug Configured to Blend Food and Method Thereof**, (further identified as Docket No. **10499-1302**), filed in the United States Patent and Trademark Office on March 9, 2007, and in and to said application and all continued prosecution, divisional, continuing, substitute, renewal, reissue, reexamination and all other applications for letters patent, inventor's certificates, design registrations or the like intellectual property rights, in all countries which have been or shall be filed on any of said inventions or improvements disclosed in said application, and in and to all original and reissued patents, inventor's certificates, design registrations or the like intellectual property rights, which have been or shall be issued on said inventions or improvements;

Authorize said Assignee, HAMILTON BEACH/PROCTOR-SILEX, INC., or its attorneys to insert above the filing date and serial number of said application when the same are known;

Authorize and request the Commissioner of Patents and Trademarks to issue to said Assignee, HAMILTON BEACH/PROCTOR-SILEX, INC., its successors, assigns and legal representatives, in accordance with this assignment, any and all United States Letters Patent on said inventions or improvements, or any of them, disclosed in said application;

Authorize said Assignee, HAMILTON BEACH/PROCTOR-SILEX, INC., its successors, assigns and legal representatives, to apply in its own name in any foreign country for a patent, inventor's certificate, design registration or the like intellectual property right for said inventions or improvements, and sell, assign and transfer to said Assignee, HAMILTON BEACH/PROCTOR-SILEX, INC., its successors, assigns and legal representatives, all rights of priority obtainable on the basis of the International Convention for the Protection of Industrial Property;

Agree that, when requested, without charge to but at the expense of said Assignee, HAMILTON BEACH/PROCTOR-SILEX, INC., its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this assignment, I will, for all countries, execute all continued prosecution, divisional, continuing, substitute, renewal, reissue,

and all other patent applications on any and all said inventions or improvements; execute all rightful oaths and other papers; communicate to said Assignee, HAMILTON BEACH/PROCTOR-SILEX, INC., its successors, assigns and legal representatives, all facts known to us relating to said inventions or improvements and the history thereof; testify in all legal proceedings; and generally do everything possible which said Assignee, HAMILTON BEACH/PROCTOR-SILEX, INC., its successors, assigns or legal representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements and all applications for patents, inventor's certificates, design registrations and the like intellectual property rights, and all patents, inventor's certificates, design registrations and the like intellectual property rights, on said inventions or improvements, in said Assignee, HAMILTON BEACH/PROCTOR-SILEX, INC., its successors, assigns and legal representatives;

Appoint said Assignee, HAMILTON BEACH/PROCTOR-SILEX, INC., to be Assignor's attorney-in-fact to execute assignments and other documents and do lawful acts related to the interest conveyed herein that may be reasonably necessary or desirable to secure, maintain and enforce any and all patents, inventor's certificates, design registrations and the like intellectual property rights for said inventions or improvements and Assignor's title thereto, provided that such assignments, documents and lawful acts shall not be inconsistent with the terms and conditions of this Agreement; and

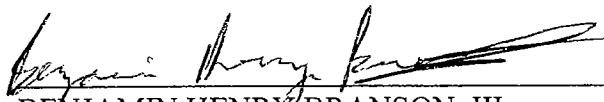
Covenant with said Assignee, HAMILTON BEACH/PROCTOR-SILEX, INC., its successors, assigns, and legal representatives that I have made to others no assignment, grant, mortgage, license, or other agreement affecting the rights and property, herein conveyed, and that I have full right to convey the same as herein expressed.

3-21-07

Date

3-21-07

Date



BENJAMIN HENRY BRANSON, III



MARK K. ROMANDY

STATE OF *Virginia* :
 :
 : SS.
 :
COUNTY OF *Henrico* :



Before me, this *21st* day of *March, 2007*, personally appeared Benjamin Henry Branson, III known to be the person who is described in and who executed the above Assignment, and he acknowledged to me that he executed the same of his own free will for the purposes therein set forth.

Marcy C Cochran
Notary Public

My Commission Expires: *6/30/2010*

STATE OF *Virginia* :
 : SS.
COUNTY OF *Henrico* :

Before me, this 21st day of March, 2007, personally appeared Mark K. Romandy known to be the person who is described in and who executed the above Assignment, and he acknowledged to me that he executed the same of his own free will for the purposes therein set forth.

Nancy C. Colman
Notary Public

My Commission Expires: 6/30/2007

