

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Thomas Crowley	04/24/2008
RECEIVING PARTY DATA	
Name:	Lotta Luv, LLC
Street Address:	Nine East 37th Street
Internal Address:	10th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29305439
CORRESPONDENCE DATA	
Fax Number:	(908)725-7088
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	9087225640
Email:	l.kurth@br-tmlaw.com
Correspondent Name:	Baker & Rannels, PA
Address Line 1:	575 Route 28, Suite 102
Address Line 4:	Raritan, NEW JERSEY 08869
NAME OF SUBMITTER:	Linda Kurth
Total Attachments: 1 source=ExecutedAssignment#page1.tif	

OP \$40.00 29305439

ASSIGNMENT

WHEREAS, Thomas Crowley, an individual, residing at 7427 Blvd. East, Apt. 24, North Bergen, New Jersey. 07047 (referred to hereinafter as "Assignor"), has invented a new and original DISPLAY CARD, for which U. S. Design Application Serial No.29/305,439, was filed on March 20, 2008.

WHEREAS, LOTTA LUV, LLC a New York limited liability company, with its principal place of business at 9 East 37th Street, 10th Floor, New York, New York, 10016 (referred to hereinafter as "Assignee") is desirous of acquiring Assignor's entire right, title and interest in and to said invention, said application and any Letters Patent that may be granted thereon or therefrom.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns, and sets over to Assignee the entire right, title and interest in and for the United States of America and all other countries in and to said invention and the aforesaid application, all original, divisional, continuation, continuation-in-part, substitute or reissue applications and patents applied for or granted therefor or therefrom in the United States of America and all other countries, and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents on said application and/or applications resulting therefrom to Assignee; and the undersigned for him and his legal representatives, heirs and assigns do hereby agree and covenant, without further remuneration, to execute and deliver all divisional, continuation, continuation-in-part, reissue and other applications for Letters Patent on said invention and all assignments thereof to Assignee or its assigns, to communicate to said Assignee or its legal representatives all facts known to the undersigned respecting said invention, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths and to do generally everything necessary to aid Assignee, its successors, assigns and nominees in obtaining patent protection on said invention to all countries, the expenses incident to said applications to be borne and paid by Assignee.

Date: 4/24/08

By: Tom Crowley

Title: Designer

State of NEW JERSEY

County of MIDDLESEX

On the 24 day of APRIL 2008, before me personally came the above-named Thomas Crowley to me personally known as the individual who executed the foregoing instrument, who acknowledged to me the same was executed by him of his own free will for the uses and purposes therein mentioned.

Susan Graerson

Notary Public My Commission Expires 9/29/2012



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