

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Inscentivation, Inc.	04/29/2008
RECEIVING PARTY DATA	
Name:	Alan R. Hirsch
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City:	Riverwood
State/Country:	ILLINOIS
Postal Code:	60015
PROPERTY NUMBERS Total: 2	
Property Type	Number
Patent Number:	7067162
Patent Number:	7108872
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	INS-31061
NAME OF SUBMITTER:	Jere L. Polmatier
Total Attachments: 2 source=INS31061#page1.tif source=INS31061#page2.tif	

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PATENT

ASSIGNMENT

PARTIES TO THE ASSIGNMENT:

ASSIGNOR:

Inscentivation, Inc.
222 North LaSalle Street, #2600
Chicago, IL 60601
(Illinois Corporation)

ASSIGNEE:

Alan R. Hirsch
7 Vernon Trail
Riverwood, IL 60015

THE PARTIES AGREE AS FOLLOWS:

In consideration of good and valuable consideration, the receipt, sufficiency and adequacy of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE and its successors and assigns, all of ASSIGNOR'S entire right, title and interest in and to United States Patent No. 7,067,162 (issued June 27, 2006) entitled Use of Odorants to Alter Blood Flow to the Vagina, and United States Patent No. 7,108,872 (issued September 19, 2006) entitled Use of Odorants to Alter Blood Flow to the Vagina, and Article of Manufacture Thereof, and the inventions disclosed therein, including the right to sue for past infringement, and all applications for patents therefor in any and all countries, including all divisions, continuations, continuations-in-part, reexaminations, reissues, renewals and extensions thereof, and hereby authorizes the Commissioner of Patents and Trademarks to issue such Letters Patent to ASSIGNEE for the sole use of ASSIGNEE, its successors or assigns.

ASSIGNOR further agrees to execute, at the request and expense of ASSIGNEE such other formal documents as may be required to fully convey the interest transferred herein and will similarly execute any application papers required for the filing of any division, continuation, renewal or reissue of the patent application or resulting Letters Patent; and will generally do everything necessary or desirable to obtain and enforce proper protection for the inventions assigned hereby.

Assignment
(USP 7,067,162 and USP 7,108,872)

ASSIGNOR further assigns to ASSIGNEE the whole right, title and interest in the inventions disclosed in the application throughout all countries foreign to the United States. ASSIGNEE is hereby authorized to apply for patents relating to the inventions in his own name in countries where such procedure is proper; to claim the benefit of the International Convention; to file and prosecute International Applications relating to the inventions under the Patent Cooperation Treaty; and to file and prosecute applications relating to the inventions under the European Patent Convention. ASSIGNOR agrees to execute applications relating to the inventions in those countries and under those conventions where it is necessary, and to execute assignments of such applications and the resulting Letters Patent to ASSIGNEE as well as all other necessary papers in relation to such applications and Letters Patent. ASSIGNOR hereby consents that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country as proof of the right of ASSIGNEE to apply for patent and other form of protection for said inventions and to claim the aforesaid benefit of the right of priority.

To be binding on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

Date: 29 April 2008 Signature: *Alan R. Hirsch*
Alan R. Hirsch
President
Inscentivation, Inc.

State of ILLINOIS)
County of COOK) ss.

BEFORE ME, this 29th day of April, 2008, personally appeared the above-named inventor, known to me to be the person who is described in and who executed the foregoing assignment instrument and acknowledged to me that he/she executed the same of his/her own free will for the purpose therein expressed.



Alice M. Farmer
Notary or Consular Officer
My Commission Expires: 12/09/11

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