

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Mr. Victor Wai	05/20/2008
RECEIVING PARTY DATA	
Name:	Vertical Branding, Inc.
Street Address:	16000 Ventura Boulevard, Suite 301
City:	Encino
State/Country:	CALIFORNIA
Postal Code:	91436
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12032585
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	VERTB-78946
NAME OF SUBMITTER:	James W. Paul, 29967
Total Attachments: 2	
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ASSIGNMENT

This Assignment is made by Victor Wai; Assignor, to Vertical Branding, Inc., a Delaware corporation, Assignee, having a place of business at 16000 Ventura Boulevard, Encino, California 91436.

WHEREAS, Assignor has invented a new and useful CREASER ACCESSORY DEVICE FOR HAND HELD STEAMER, for which a utility application for United States Letters Patent was filed on 15 February 2008 and was assigned Application No. 12/032,585; and

WHEREAS, Assignor believes himself to be the original, sole inventor of the invention disclosed and claimed in said application for Letters Patent; and

WHEREAS, Assignee desires to acquire by formal, recordable assignment the entire right, title and interest in and to said invention, said application, and any Letters Patent that may be granted for said invention in the United States and throughout the world;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee the entire right, title, and interest in and to said invention, said application, and any Letters Patent that may be granted for said invention in the United States and throughout the world, including the right to file foreign applications directly in the name of the Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties or otherwise.

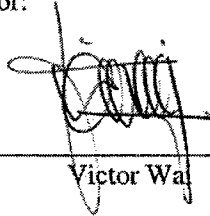
Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, he and his legal representative(s) and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing or enforcing Letters Patent in the United States and throughout the world for said inventions, and for perfecting, recording or maintaining the title of Assignee, its successors and assigns, to said invention, said application, and any Letters Patent granted for said invention in the United States and throughout the world.

Assignor represents and warrants that he has not granted and will not grant to others any rights inconsistent with the rights granted herein.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and of all foreign countries to issue any Letters patent granted for said invention, whether on said application or on any subsequently filed division, continuation, continuation-in-part or reissue application, to Assignee, its successors and assigns, as the assignee of the entire interest in said invention.

IN WITNESS WHEREOF, Assignor has executed this Assignment on the date written herein below.

Assignor:



Victor Wal

5-20-08

Date