


Substitute Form PTO-1595
Attorney Docket No.: 20424-028001

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1. Name of conveying party(ies): Aaron Lown and John Roscoe Swartz Additional name(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies): Built NY 520 Broadway, 2nd Floor New York, NY 10012 Additional names/addresses attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other: Execution Date: 04/03/08	4. Application number(s) or patent number(s): If this document is being filed with a new application, the execution date of the application is: A. Patent Application No(s).: 29/304,841 B. Patent No(s).: Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
5. Name/address of party to whom correspondence concerning document should be mailed: RICHARD P. FERRARA Fish & Richardson P.C. Citigroup Center 52nd Floor 153 East 53rd Street New York, New York 10022-4611	6. Total number of applications/patents involved: 1 7. Total fee (37 CFR §3.41): \$40 <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to charge Deposit Account. 8. Deposit Account No.: 06-1050 Please apply any additional charges, or any credits, to our Deposit Account No. 06-1050.
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9. Statement and Signature: <i>To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.</i>	
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Total number of pages including coversheet, attachments and document: 3	

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CERTIFICATE OF TRANSMISSION BY FACSIMILE

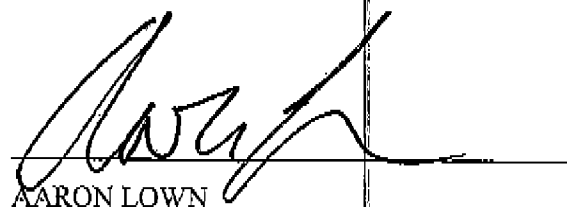
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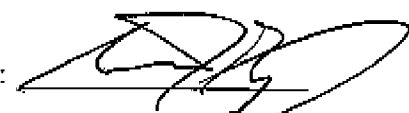
Patricia F. Suchanek
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PATENT


ASSIGNMENT

For valuable consideration, we, AARON LOWN of 94 Clinton Road, Tuxedo, NY 10987, JOHN ROSCOE SWARTZ of 141 Godwin Avenue, Ridgewood, NJ 07450, hereby assign to Built NY, a corporation of New York, having a place of business at 520 Broadway, 2nd Floor, New York, NY 10012; and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled LUNCH TOTE, filed 03/07/08, and assigned U.S. Serial Number 29/304,841, this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

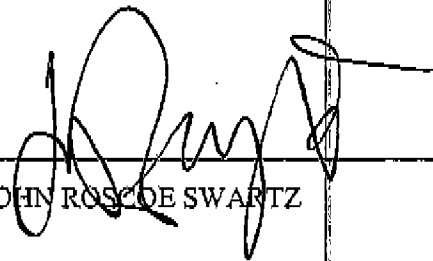

AARON LOWN

Witnessed by:

Name:  Date: 4/3/08


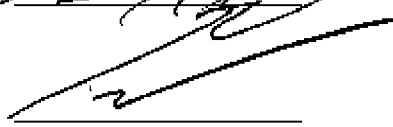
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Attorney Docket No.: 20424-028001



JOHN ROSCOE SWARTZ

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