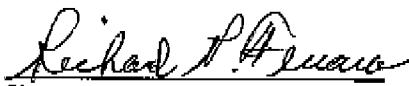


Attorney Substitution Form PTO-1595  
Docket No.: 20424-027001

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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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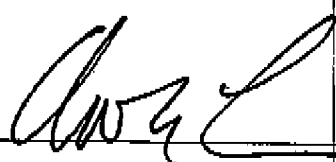
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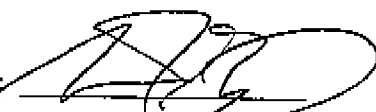

**PATENT**

ASSIGNMENT

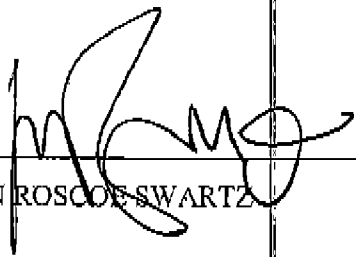
For valuable consideration, we, AARON LOWN of 94 Clinton Road, Tuxedo, NY 10987, JOHN ROSCOE SWARTZ of 141 Godwin Avenue, Ridgewood, NJ 07450, hereby assign to Built NY, a corporation of New York having a place of business at 520 Broadway, 2nd Floor, New York, NY 10012; and its successors and assigns (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 29/304,839, 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:

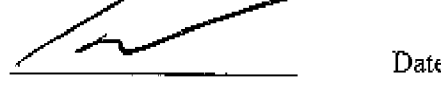
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Name:  Date: 4/3/08

Attorney Docket No.: 20424-027001

  
\_\_\_\_\_  
JOHN ROSCOE SWARTZ

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Attorney's Docket No.: 20424-027001

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Applicant : Aaron Lown et al.

Art Unit :

Serial No. : 29/304,839

Examiner :

Filed : March 7, 2008

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Attached to this facsimile communication cover sheet is a Recordation Form Cover Sheet and Assignment, faxed this 16th day of May, 2008, to Mail Stop Assignment Recordation Services, U.S. Patent and Trademark Office.

Date: May 16, 2008

Respectfully submitted,



Richard P. Ferrara

Reg. No. 30,632

PTO Customer No. 26211

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