

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT											
NATURE OF CONVEYANCE:	ASSIGNMENT											
CONVEYING PARTY DATA												
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Kenneth Hegemann</td> <td>07/11/2008</td> </tr> <tr> <td>Rob Hegemann</td> <td>07/11/2008</td> </tr> <tr> <td>Jay Hegemann</td> <td>07/11/2008</td> </tr> <tr> <td>Tiana L.K. Buschmann</td> <td>07/11/2008</td> </tr> </tbody> </table>			Name	Execution Date	Kenneth Hegemann	07/11/2008	Rob Hegemann	07/11/2008	Jay Hegemann	07/11/2008	Tiana L.K. Buschmann	07/11/2008
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>CRA Labs, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>701 S. Andreasen Dr., Suite C</td> </tr> <tr> <td>City:</td> <td>Escondido</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>92029</td> </tr> </table>			Name:	CRA Labs, Inc.	Street Address:	701 S. Andreasen Dr., Suite C	City:	Escondido	State/Country:	CALIFORNIA	Postal Code:	92029
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CORRESPONDENCE DATA												
<p>Fax Number: (303)629-7610</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 303-825-0800</p> <p>Email: pscull@bw-legal.com</p> <p>Correspondent Name: BERENBAUM, WEINSHIENK & EASON, P.C</p> <p>Address Line 1: 370 17TH STREET</p> <p>Address Line 2: SUITE 4800</p> <p>Address Line 4: DENVER, COLORADO 80202</p>												
ATTORNEY DOCKET NUMBER:	14502.853US04											
NAME OF SUBMITTER:	Peter B. Scull											
Total Attachments: 2												

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PATENT
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PATENT APPLICATION ASSIGNMENT

US Application Serial Number:12/170,611
US Application Filing Date:07/10/2008
Inventorship:Kenneth Hegemann et al
Title:.....Oral Brushing Devices and/or Methods

The PARTIES TO THIS ASSIGNMENT include: Assignors, Kenneth J. Hegemann, Rob Hegemann, Jay Hegemann and Tiana L.K. Buschmann; and Assignee, CRA Labs, Inc., 701 S. Andreasen Dr., Suite C, Escondido, CA 92029.

WHEREAS, Assignors, are the owners of certain new and useful inventions and/or improvements claimed and described in the Application for Letters Patent of the United States entitled "Oral Brushing Devices and/or Methods" as referenced above;

AND WHEREAS, Assignee, CRA Labs, Inc., organized and existing under and by virtue of the laws of the state of California, and having an office and place of business indicated above, is desirous of acquiring the entire right, title and interest in and to said invention and/or improvements and in and to the Application for Letters Patent, and in and to any further letters patent to be obtained therefrom;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors have sold, assigned, and transferred, and by these presents do sell, assign, and transfer unto said Assignee, its successors or assigns, the entire right, title, and interest in and to said invention and/or improvements, said application, said Letters Patent and any and all other letters patent which may be granted for said invention and/or improvements in all countries of the world, and in any and all divisions, reissues and continuations thereof, including the right to file applications in all countries of the world directly in the name of Assignee and to claim priority rights deriving from said application and/or said Letters Patent to which any international applications are entitled by virtue of international convention, treaty or otherwise, said invention and/or improvements, applications and all letters patent on said invention and/or improvements to be held and enjoyed by Assignee and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by Assignors had this assignment, transfer and sale not been made. Assignors hereby authorize and request the various Commissioners of Patents to issue all letters patent on said invention to Assignee;

AND, for the consideration aforesaid, Assignors do hereby agree that they and their executors and legal representatives will make, execute, and deliver any and all other instruments and documents in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to Assignors relating to said invention and/or improvements and the history thereof and will testify or provide testimony in all legal proceedings and generally do all things which may be necessary or desirable to more effectually secure and vest in said Assignee, its successors or assignees the entire right, title and interest in and to the improvements, invention, applications, letters patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be;

AND, furthermore, Assignors covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the Assignors and that full right to convey the same as herein expressed is possessed by the Assignors.

7-11/2008

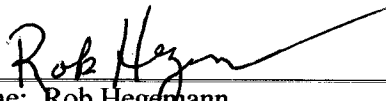
Date



Name: Kenneth J. Hegemann
Assignor

July 11, '08

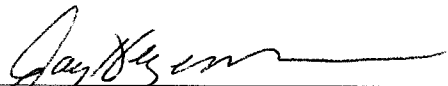
Date



Name: Rob Hegemann
Assignor

7-11-08


Date



Name: Jay Hegemann
Assignor

7-11-08

Date



Name: Tiana L.K. Buschmann
Assignor