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COHEN, Neil

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 08222008

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other

2. Name and address of receiving party(ies)

Name: BETTER HOUSEWARE CORP.

Internal Address:

Street Address: 25-12 41st AVENUE

City: LONG ISLAND CITY

State: NEW YORK

Country: US Zip: 11101

Additional name(s) & address(es) attached? Yes No

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: BRIAN ROFFE

Internal Address: 320.105

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6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$40

- Authorized to be charged by credit card
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- Enclosed
- None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers 6164
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9. Signature:

Brian Roffe
Signature

AUGUST 29, 2008

Date

BRIAN ROFFE

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
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PATENT
REEL: 021530 FRAME: 0421

ASSIGNMENT OF U.S. DESIGN PATENT APPLICATION

WHEREAS, I, Neil Cohen, having a mailing address of 9 East 19th Street, 8th floor, New York, NY 10003 (hereinafter referred to as the "Assignor") have invented certain new and useful improvements in a

TOWEL BAR

and

for which I am about to file a design patent application in the U.S. Patent and Trademark Office; or

for which a design patent application has been filed in the U.S. Patent and Trademark Office on _____ and assigned Ser. No. _____ (I hereby authorize and request my attorney to insert herein the filing date and serial number of the application when known); and

WHEREAS, Better Houseware Corp., of 25-12 41 Avenue, Long Island City, New York 11101 ("Assignee"), is desirous of obtaining the entire right, title and interest in, to and under the invention and the application;

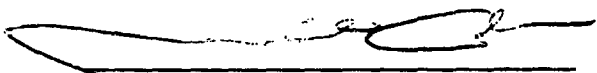
NOW, THEREFORE, pursuant to a Designer Agreement between Assignee and Assignor, I, the Assignor, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over unto the Assignee, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention and the application, and all divisionals, reissues, renewals and continuations thereof, and all patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models and designs which may hereafter be filed for the invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the U.S. patent application under the Patent Laws of the United States, the International Convention for

the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and

I HEREBY authorize and request the Commissioner for Patents of the United States, and any official of any country or countries foreign to the United States whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the Assignee, its successors, legal representatives and assigns, in accordance with the terms of this instrument; and

I HEREBY covenant and agree that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith; and

IN TESTIMONY WHEREOF, I hereunto set my hand the day and year set forth opposite my signature.



Neil Cohen

8.22.08

Date