

Express Mail No. EB 450681086 US
2008-DES-01

U.S. PTO
29/310678
09/02/2008

Form PTO-1595 (Rev. 07/05)
OMB No. 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE
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To the Director of the U.S. Patent and Trademark Office

Documents or the new address(es) below.

1. Name of conveying party(ies)

DAMON KIKUO ISHIDA

2. Name and address of receiving party(ies)

Name: KE-ANU LLC

Internal Address: _____

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

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

Execution Date(s) August 19, 2008

☒ Assignment

☐ Merger

☐ Security Agreement

☐ Change of Name

☐ Joint Research Agreement

☐ Government Interest Assignment

☐ Executive Order 9424, Confirmatory License

☐ Other _____

Street Address: 3725 Keanu Street

City: Honolulu

State: Hawaii

Country: United States Zip: 96816

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)

United States design patent application filed concurrently herewith.

Additional numbers attached? ☐ Yes ☒ No

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

Name: Martin E. Hsia

Internal Address: 12th Floor

Street Address: 1000 Bishop Street

City: Honolulu

State: HI Zip: 96813

Phone Number: (808) 544-3835

Fax Number: (808) 540-5049

Email Address: mhsia@cades.com

6. Total number of applications and patents involved: one

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

☐ Authorized to be charged by credit card

☐ Authorized to be charged to deposit account

☒ Enclosed

☐ None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____

Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

Signature

Date

Martin E. Hsia 32,471

Name of Person Signing

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

2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:

Mail Stop, Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

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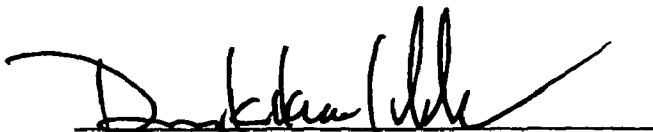
PATENT
REEL: 021530 FRAME: 0557

ASSIGNMENT

IN CONSIDERATION of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **DAMON KIKUO ISHIDA**, whose mailing address is 3725 Keanu Street, Honolulu, Hawaii 96816 (herein the "Assignor"), does hereby sell, assign and transfer to **KE-ANU LLC**, a Hawaii limited liability company, with mailing address at 3725 Keanu Street, Honolulu, Hawaii 96816 (herein the "Assignee"), and its successors and assigns, all of the Assignor's right, title and interest in and to all inventions and designs (and all applicable rights therein) relating to a new, original and ornamental design for a "**COOLING SERVING CONTAINER, LINER AND COVER**" (herein the "Invention"), including, without limitation, all inventions and designs described and claimed in the United States design patent application filed concurrently herewith; and described in any and all applications for Letters Patent, design patents, copyrights, trademarks, and similar protections based thereon or claiming the priority thereof or otherwise relating to the Invention, including any and all continuations, continuations-in-part, conversions, divisionals and renewals thereof, and in and to any and all reissues or extensions thereof, as well as in and to any and all Letters Patent, design patents, copyrights, trademarks, and similar protections issuing on any of the aforesaid applications and applications therefor in any and all countries and regions foreign to the United States of America (including the right to apply for letters patent, design patents, design registrations, utility model registrations, copyright registrations, trademark registrations and similar protections in foreign countries and regions in the Assignee's name and to claim any priority rights for such foreign applications to which such applications are entitled under international conventions, treaties or otherwise), to be held and enjoyed as fully and exclusively as they would have been by the Assignor had this assignment and transfer not been made.

And the Assignor does hereby authorize and request the Commissioner of Patents and Trademarks of the United States and the patent offices of all other countries and regions in the World to issue any and all Letters Patent, design patents, design registrations, utility model registrations, copyright registrations, trademark registrations and similar protections which may be granted upon any of said applications to the Assignee, as the holder of all interests in the Invention.

IN WITNESS WHEREOF, the Assignors have executed this Assignment this
19 day of August, 2008.



DAMON KIKUO ISHIDA

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