

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Aaron Lown		02/24/2009
John Roscoe Swartz		02/24/2009
Sally Rumble		02/24/2009
RECEIVING PARTY DATA		
Name:	Built NY, Inc.	
Street Address:	520 Broadway	
Internal Address:	2nd floor	
City:	New York	
State/Country:	NEW YORK	
Postal Code:	10012	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	29331741	
CORRESPONDENCE DATA		
Fax Number:	(877)769-7945	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-765-5070	
Email:	Lu@fr.com	
Correspondent Name:	Lawrence T. Lu	
Address Line 1:	FISH & RICHARDSON P.C.	
Address Line 2:	P.O.BOX 1022	
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022	
ATTORNEY DOCKET NUMBER:	20424-0052001	
NAME OF SUBMITTER:	Paula T. Romeo	
Total Attachments: 2		

CH \$40.00 29331741

500810445

PATENT
REEL: 022413 FRAME: 0493

ASSIGNMENT

For valuable consideration, we, AARON LOWN of Tuxedo, NY, JOHN ROSCOE SWARTZ Ridgewood, NJ, and SALLY RUMBLE of c/o Built NY, Inc., 520 Broadway, 2nd Floor, New York, NY 10012, hereby assign to:

Built NY, Inc., 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 CAMERA BAG, filed 1/30/2009, and assigned U.S. Serial Number 29/331,741; 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.

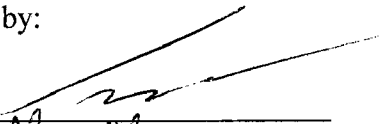
Date: _____

2/24/09


AARON LOWN

Witnessed by:

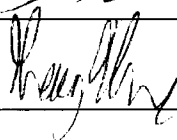
Name: _____



Date: _____

2/24/09

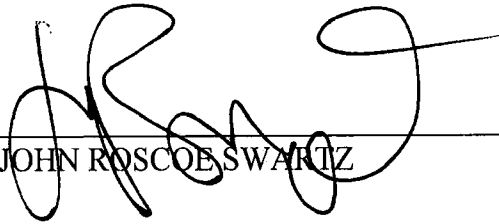
Name: _____



Date: _____

2/24/09

Date: 2/24/09


JOHN ROSCOE SWARTZ

Witnessed by:

Name: [Signature]

Date: 2/24/09

Name: Holly Rumble

Date: 2/24/09

Date: 2/24/09


SALLY RUMBLE

Witnessed by:

Name: [Signature]

Date: 2/24/09

Name: Holly Rumble

Date: 2/24/09

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