

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Lori Greiner	03/17/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	For Your Ease Only, Inc.
<b>Street Address:</b>	1301 Dearborn Parkway, Suite 402
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60610
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29332016
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(612)492-7077
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<b>ATTORNEY DOCKET NUMBER:</b>	047636.71.2
<b>NAME OF SUBMITTER:</b>	Natalie D. Kadievitch
<b>Total Attachments: 3</b>	
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## ASSIGNMENT

Whereas, Lori Greiner, residing at 1301 Dearborn Parkway, Suite 402, Chicago, IL 60610, ("Assignor"), has made invention(s) for which United States and foreign patents and patent applications have been filed and are identified on the attached Schedule 1;

Whereas, For Your Ease Only, Inc., a corporation having a place of business at 1301 Dearborn Parkway, Suite 402, Chicago, IL 60610 ("Assignee"), desires to acquire the entire right, title and interest in and to the United States and foreign patents and patent applications identified on the attached Schedule 1 and in and to the inventions described and claimed therein (the "Patents"); and

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors and assigns the following:

- (1) The entire right, title and interest to the Patents including the inventions described or claimed therein, and to each U.S. and foreign patent application and patent from which the Patents claim priority to, in whole or in part, and to which the Patents claim priority; and
- (2) The entire right, title and interest to any United States or foreign patents that may issue with respect to the inventions described or claimed in the Patents;
- (3) The entire right, title and interest to any renewals, reissues, extensions, substitutions, continuations, continuations-in-part, or divisions of the Patents, and all foreign applications based thereon;
- (4) The right to apply for patents in foreign countries in its own name and to claim any priority rights to which such foreign applications are entitled under international conventions, treaties or otherwise; and
- (5) The right to enforce patent rights to such Patents as fully and entirely as the same would have been held and enjoyed by the Assignors if this assignment had not been made; together with all claims by Assignors for damages by reason of past infringement or for provisional rights and including the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns, and other legal representatives.

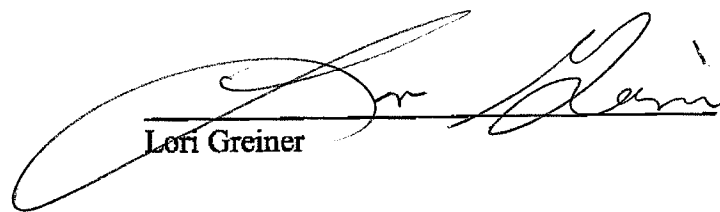
Assignor further agrees for himself and for his successors and assigns to execute and deliver without further consideration any further applications, assignments or other documents and to perform such other lawful acts as Assignee its successors and assigns may deem necessary to fully secure, maintain and enforce its rights, title or interest as outlined herein.

Assignor hereby authorizes and requests the Commissioner of Patents to issue to Assignee any patents that may be granted in accordance with this Assignment.

This Agreement may be executed in one or more counterparts, all of which shall be considered one and the same agreement. The signatures from each counterpart may be combined with a copy of the Agreement to constitute the entire Agreement.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal as dated below.

Date: 3/17/09

  
Lori Greiner

**STATEMENT BY WITNESS**

I, \_\_\_\_\_  
(name of witness)

whose full post office address is \_\_\_\_\_

was personally present and did see Lori Greiner  
(name(s) of person(s) who signed assignment)

who is/are known to me, execute the above assignment.

\_\_\_\_\_  
(signature of witness)

**SCHEDULE 1**

**US Patents and Patent Applications**

<b>Title</b>	<b>Filing Date</b>	<b>US Application Ser. No.</b>	<b>Patent No.</b>	<b>Inventor(s)</b>
COSMETIC HOLDER	February 6, 2009	29/332,016		Lori Greiner

**Foreign Patents and Patent Applications**

<b>Title</b>	<b>Filing Date</b>	<b>Application Ser. No.</b>	<b>Patent No.</b>	<b>Inventor(s)</b>

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