

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Lori Greiner		03/17/2009
RECEIVING PARTY DATA		
Name:	For Your Ease Only, Inc.	
Street Address:	1301 Dearborn Parkway, Suite 402	
City:	Chicago	
State/Country:	ILLINOIS	
Postal Code:	60610	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	29332018	
CORRESPONDENCE DATA		
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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Correspondent Name:	INTELLECTUAL PROPERTY GROUP FREDRIKSON &	
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ATTORNEY DOCKET NUMBER:	047636.71.4	
NAME OF SUBMITTER:	Natalie D. Kadievitch	
Total Attachments: 3 source=Assignment_47636_71_4#page1.tif source=Assignment_47636_71_4#page2.tif source=Assignment_47636_71_4#page3.tif		

OP \$40.00 29332018

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PATENT
REEL: 022422 FRAME: 0517

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.

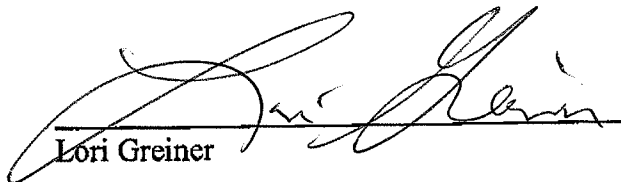
This Agreement may be executed in one or more counterparts, all of which shall be considered one and the same agreement. The signatures from each counterpart may be combined with a copy of the Agreement to constitute the entire Agreement.

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

Title	Filing Date	US Application Ser. No.	Patent No.	Inventor(s)
COSMETIC HOLDER	February 6, 2009	29/332,018		Lori Greiner

Foreign Patents and Patent Applications

Title	Filing Date	Application Ser. No.	Patent No.	Inventor(s)

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