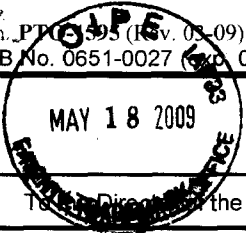


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To the Director of the U.S. Patent and Trademark Office. Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Kay Cohen

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

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

Execution Date(s) May 8, 2009

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

50815

2. Name and address of receiving party(ies)

Name: Pleasure State Pty. Limited

Internal Address: 134 Oxford St., Level 1, Paddington NSW

Street Address: _____

City: Sydney

State: _____

Country: Australia

Zip: 2021

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)

12/330742

Additional numbers attached? Yes No

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

Name: R. Bennett Ford

Internal Address: 2355 Drusilla Lane

Street Address: _____

City: Baton Rouge

State: Louisiana

Zip: 70809

Phone Number: (225) 927-9908

Fax Number: (225) 926-2685

Email Address: rbf@rkkdlaw.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged to deposit account
- Enclosed
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9. Signature:

R. Bennett Ford
Signature

May 13, 2009

Date

R. Bennett Ford

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12

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APPLICANT: Kay Cohen
SERIAL NO.: 12/330742
TITLE: PUSH UP BRA
DOCKET NO.: 11585.001

COMMISSIONER OF PATENTS AND TRADEMARKS
ALEXANDRIA, VIRGINIA 22313-1450

ASSIGNMENT

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR: Kay Cohen,

a natural person over the age of majority having her principal residence in Sydney, Australia

hereby sells, assigns and transfers to

ASSIGNEE: Pleasure State Pty. Limited
134 Oxford St., Level 1
Paddington NSW
Sydney, 2021
Australia

and the successors, assigns and legal representatives of the ASSIGNEE, the entire right, title and interest, for all the United States and its territorial possessions and in all foreign countries, including all rights to claim priority, in and to any and all inventions and improvements which are disclosed in U.S. Patent Application enclosed herewith and entitled.


PUSH UP BRA

and, in and to, all Letters Patent to be obtained for said inventions or improvements by the above application or any continuation-in-part, division, renewal, or substitute thereof, and as to letters patent any re-issue or re-examination thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement, or encumbrance has been or will be made or entered into which would conflict with this assignment;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to assignee or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents there of which may be necessary or desirable to carry out the purpose thereof.

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this 8th day of May, 2009.



KAY COHEN