

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Daren Edward Joy	09/25/2009
Pamela Wong Marcus	09/25/2009
RECEIVING PARTY DATA	
Name:	Lifefactory, Inc.
Street Address:	480 Gate 5 Road
Internal Address:	Studio 300E
City:	Sausalito
State/Country:	CALIFORNIA
Postal Code:	94965
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29339746
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	204-1004-US
NAME OF SUBMITTER:	David R. Owens
Total Attachments: 2 source=102809ExecutedAssign2041004US#page1.tif source=102809ExecutedAssign2041004US#page2.tif	

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ASSIGNMENT

WHEREAS, WE, **Daren Edward Joy and Pamela Wong Marcus**, ASSIGNORS, citizens of United States, residing at **45 Liberty Dock, Sausalito, California 94965 and 1 Norwood Ave., Kensington, California, 94707**, respectively, are the inventors of the invention **Water Bottle and Protective Sleeve**, for which a United States patent application:

- was executed on _____ was executed on even date herewith;
- is identified by Owens Tarabichi LLP Docket No. _____ ;
- was filed on **July 7, 2009** and is Application No. **29/339,746**; or
- was filed and for which we hereby authorize and request our attorney, _____, of Owens Tarabichi LLP, to insert here the filing date and application number of said application when known: Application No.: _____ Filing Date: _____; and

WHEREAS, **Lifefactory, Inc.**, ASSIGNEE, having a place of business at **480 Gate 5 Road, Studio 300E, Sausalito, California 94965**, is desirous of obtaining our entire right, title, and interest in, to, and under said invention and said application:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, WE, said ASSIGNORS, have sold, assigned, transferred, and set over, and by these presents do hereby sell, assign, transfer, and set over, unto said ASSIGNEE, its successors, legal representatives, and assigns our entire right, title, and interest in, to, and under said invention; said United States application and all divisions, renewals, and continuations thereof, all Patents of the United States that may be granted thereon, and all reissues and extensions thereof; all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs that may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, any other international agreement, or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates, and designs that may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals, and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid to issue the same to said ASSIGNEE, its successors, legal representatives, and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to said ASSIGNEE, its successors, legal representatives, and assigns, any facts known to us respecting said invention; testify in any legal proceeding; sign all lawful papers; execute all divisional, continuing, reissue, and foreign applications; make all rightful oaths; and generally do everything possible to aid said ASSIGNEE, its successors, legal representatives, and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, we hereunto set our hand and seal this ___ day of _____, 2009.

Daren Edward Joy L.S.

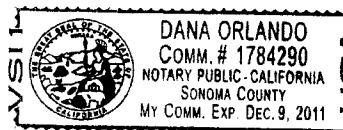
State of CA)
County of Marin) SS.:

On 6-25-09, 2009, before me, Dana Orlando, personally appeared Daren Edward Joy, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of CA that the foregoing paragraph is true and correct.

WITNESS my hand and official seal

[Signature]



Pamela Wong Marcus L.S.

State of CA)
County of Marin) SS.:

On 6-25-09, 2009, before me, Dana Orlando, personally appeared Pamela Wong Marcus, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of CA that the foregoing paragraph is true and correct.

WITNESS my hand and official seal

[Signature]

