

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
JMK Industrial Design, LLC	04/25/2008
<b>RECEIVING PARTY DATA</b>	
Name:	General Assembly Ltd.
Street Address:	1932 1st Ave.
Internal Address:	Ste. 215A
City:	Seattle
State/Country:	WASHINGTON
Postal Code:	98101
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	29345714
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(206)757-7700
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 1:	1201 Third Avenue
Address Line 2:	Suite 2200
Address Line 4:	Seattle, WASHINGTON 981013045
ATTORNEY DOCKET NUMBER:	69311-117US1
NAME OF SUBMITTER:	George C. Rondeau, Jr.

Total Attachments: 3  
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**501056823**

**PATENT  
 REEL: 023733 FRAME: 0638**

**CH \$40.00 29345714**



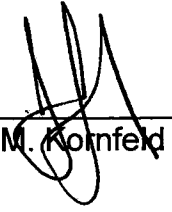
## ASSIGNMENT

WHEREAS, JMK Industrial Design, LLC (hereinafter referred to as ASSIGNOR), a limited liability company of the State of Washington having a place of business at 1932 1<sup>st</sup> Ave., Ste. 215A, Seattle, Washington 98101, is the owner of an invention entitled "BEVERAGE CONTAINER," as described and claimed in an application for United States letters patent filed on March 25, 2008, and assigned Application Serial No. 29/305,601, and is the owner of record by assignment of said application;

WHEREAS, General Assembly Ltd. (hereinafter referred to as ASSIGNEE), a corporation of the State of Washington having a place of business at 1932 1<sup>st</sup> Ave., Ste. 215A, Seattle, Washington 98101, is desirous of acquiring the entire right, title and interest in and to said invention, said application and any and all letters patent that may be granted for said invention in the United States and throughout the world.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE, the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States and its territorial possessions and throughout the world, and any and all divisions, reissues, continuations and extensions thereof, together with all rights of ASSIGNOR associated therewith, including the right to file additional applications for said invention directly in the name of ASSIGNEE and to claim priority rights deriving from said application by virtue of international convention, treaty or otherwise. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all letters patent on said invention or resulting from said application to ASSIGNEE. ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of applications for letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention and letters patent therefor.

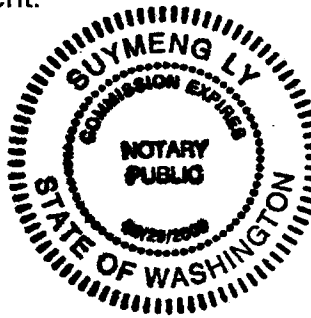
ASSIGNOR  
JMK Industrial Design, LLC


By   
Josh M. Kornfeld

Dated 04/25/08

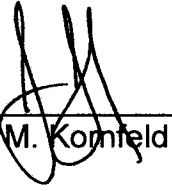
State of Washington            )  
  ) ss.  
County of King                    )

I certify that I know or have satisfactory evidence that Josh M. Kornfeld is the person who appeared before me, and said person acknowledged that he signed this instrument, on oath stated that he was authorized to execute the instrument, and acknowledged it as the registered agent of JMK Industrial Design, LLC (ASSIGNOR), to be the free and voluntary act of said company for the uses and purposes mentioned in the instrument.



Date April 25, 2008  
Signature of Notary Public   
Printed Name Suymeng Ly  
My appointment expires Sept. 29, 2009

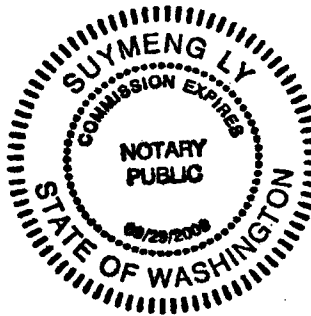
ASSIGNEE  
General Assembly Ltd.

By   
Josh M. Kornfeld

Dated 04/25/08

State of Washington )  
County of King ) ss.

I certify that I know or have satisfactory evidence that Josh M. Kornfeld is the person who appeared before me, and said person acknowledged that he signed this instrument, on oath stated that he was authorized to execute the instrument, and acknowledged it as the registered agent of General Assembly Ltd. (ASSIGNEE), to be the free and voluntary act of said corporation for the uses and purposes mentioned in the instrument.



Date April 25, 2008  
Signature of Notary Public [Signature]  
Printed Name Suymeng Ly  
My appointment expires Sept. 29, 2009