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PATENTS



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1. Name of conveying party(ies)

1 - Shoshana OREN
2 - Moran LERENTHAL

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

2. Name and address of receiving party(ies)

Name:
TINY LOVE LTD.

Street Address:
72 Pinchas Rosen Street
Top Dan Bldg.
Floor D

City:
Tel Aviv

State: _____

Country:
ISRAEL

Zip: 69512

Additional name(s) & address(es) attached? Yes No

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

Execution Date(s) 1 - February 9, 2010

2 - January 28, 2010

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

29 347558

4. Application or patent number(s):

A. Patent Application No.(s)

This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: THE NATH LAW GROUP

Internal Address: Docket No. 30729D - DR/JZ

Street Address: 112 S. West Street

City: Alexandria

State: VA Zip: 22314

Phone Number: 703-548-6284

Fax Number: 703-683-8396

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$40

- Authorized to be charged by credit card
- Authorized to be charged to deposit account (charge underpayment or overpayment only)
- Check enclosed
- None required (government interest not affecting title)

8. Payment Information

Deposit Account Number 14-0112

Authorized User Name Derek Richmond

9. Signature:

Signature

March 5, 2010

Date

Derek Richmond, Reg. No. 45,771
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

3

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ASSIGNMENT

Full Name of Inventor: Shoshana OREN
 Citizenship: Israeli
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 Herzeliya 46448
 ISRAEL

Full Name of Inventor: Moran LERENTHAL
 Citizenship: Israeli
 Post Office Address: 45 Rupin St.
 Tel Aviv 63457
 ISRAEL

In consideration of the sum of one dollar (US\$ 1.00) the receipt and adequacy thereof is hereby acknowledged and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby do (does) assign, transfer and set over to

Name of Assignee Tiny Love Ltd.
 Israeli Company, of
Address of Assignee 72 Pinchas Rosen Street
 Top Dan Bldg. Floor D
 Tel Aviv 69512
 ISRAEL

(hereinafter designated as the Assignee) the entire right, title and interest for the United States, its territories, dependencies and possessions and elsewhere throughout the world, in the invention, and all applications for patent and any Letters Patent which may be granted therefore, known as

Title BABY BOUNCER SEAT

for which the undersigned has (have) executed an application for patent in the United States of America, the specification of which:

- is attached hereto.
 was filed on _____ as Application Serial No.

1) The undersigned agree(s) to execute all papers necessary in connection with the application and any continuing or divisional or reissue applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient or essential to its full protection and title in and to the invention hereby transferred.

2) The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or division or re-issue thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

3) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.

4) The undersigned agree(s) to communicate to the Assignee or representatives thereof any facts known to me (us) respecting the invention and improvements thereof, and will, upon request, but without expense to me (us), testify in any legal proceedings regarding the invention.

5) The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed and will not execute, any agreement in conflict herewith.

PATENT

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6) The undersigned hereby grant(s) the firm of The Nath Law Group the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent Office for recordation of this document.

7) This Assignment shall be binding upon my (our) heirs, executors, administrators, and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors and/or assigns of the Assignee.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

Full Name of Inventor: Shoshana OREN

Inventor's Signature: [Signature] Date: 09.02.2010

Full Name of Inventor: Moran LERENTHAL

Inventor's Signature: [Signature] Date: 28.1.2010

Date 09.07.2010 Witness Idit Amir [Signature]
Date 09.02.2010 Witness Yael Galron [Signature]