

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Allister Gough	02/12/2010
RECEIVING PARTY DATA	
Name:	Infinity Design Development PTY, Ltd
Street Address:	Level 1, 893 Stanley Street
City:	East Woolloongabba, Qld
State/Country:	AUSTRALIA
Postal Code:	4102
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29357450
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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ATTORNEY DOCKET NUMBER:	482.308
NAME OF SUBMITTER:	Stacy Combs
Total Attachments: 3 source=482.308 Assignment-Reassignment (Infinity)#page1.tif source=482.308 Assignment-Reassignment (Infinity)#page2.tif source=482.308 Assignment-Reassignment (Infinity)#page3.tif	

CH \$40.00 29357450

ASSIGNMENT
AND REASSIGNMENT
I. ASSIGNMENT

WHEREAS, ALLISTER GOUGH, a resident of AUSTRALIA and RILLY EDWARDS, a resident of AUSTRALIA, hereinafter referred to as ASSIGNOR, has, along with others, invented a new and unobvious invention entitled

WATER PITCHER

for which he has made, along with others, application for Letters Patent of the United States, such invention being described in and identified by said application having been given a Serial No. 29/357,450, and a filing date of March 12, 2010; and

WHEREAS, INFINITY DESIGN DEVELOPMENT PTY LTD, a business entity having a place of business at Causeway Bay, Hong Kong, hereinafter referred to as ASSIGNEE, is desirous of acquiring the entire right, title and interest in and to said application and said invention, and in and to said Patent, including the equivalent rights thereunder in all foreign countries; and

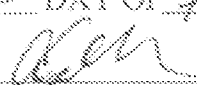
WHEREAS, ASSIGNOR is desirous of and willing to assign all right, title and interest in and to said Patent and acknowledges that he is under a continuing duty to assign said Patent to ASSIGNEE.

NOW, in consideration of the sum of One Dollar (\$1.00) and for other good and valuable consideration received by ASSIGNOR from ASSIGNEE, the receipt of which is hereby acknowledged by ASSIGNOR:

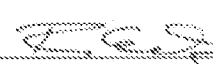
1. ASSIGNOR hereby sells, assigns, transfers and conveys unto ASSIGNEE, the entire right, title and interest in and to said Patent and said invention; including all priority rights under the International Convention associated with the filing of said application, for each country of the Union; and in and to any and all Letters Patent on said invention that may be granted by the United States or any foreign countries, including each and every Letters Patent granted on any application which is a division, substitution, or continuation of any application relating to said invention, and in and to each and every reissue or extension of said Letters Patent.

2. ASSIGNOR hereby warrants, covenants and represents the fact to be that he has not heretofore granted any license, right or privilege in respect to the said application or said invention or improvements, or in any other way encumbered the same, and that he has the full right to convey, free of all licenses and encumbrances, the entire interest hereby assigned.

IN TESTIMONY WHEREOF, I, ALLISTER GOUGH, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS 12 DAY OF FEBRUARY, 2010.


ALLISTER GOUGH

IN TESTIMONY WHEREOF, I, REILLY EDWARDS, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS 12 DAY OF FEBRUARY, 2010.


REILLY EDWARDS

II. REASSIGNMENT

WHEREAS, INFINITY DESIGN DEVELOPMENT PTY LTD, a business entity having a place of business in Causeway Bay, Hong Kong, desires to assign its interest in and to U.S. Patent Application Serial No. 29/357,450 including the invention claimed thereby, as well as any foreign rights thereunder, to BRITA LP, hereinafter referred to as BRITA LP, a Delaware corporation, having a place of business in Oakland, California; and

WHEREAS, BRITA LP desires to acquire the interest of INFINITY DESIGN DEVELOPMENT PTY LTD in and to the Patent Application, including the invention claimed thereby, as well as any foreign rights thereunder.

NOW, THEREFORE, in consideration of good and valuable consideration received by INFINITY DESIGN DEVELOPMENT PTY LTD from BRITA LP, the receipt of which is hereby acknowledged:

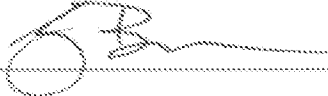
1. INFINITY DESIGN DEVELOPMENT PTY LTD does hereby sell, assign, transfer and confirm unto BRITA LP, its successors, assigns and heirs, all right, title and interest in and to the Patent Application, including the invention claimed thereby, as well as any foreign rights

thereunder, and in and to any applications, divisions, continuations, renewals, and substitutes thereof, and reissues of the same.

2. INFINITY DESIGN DEVELOPMENT PTY LTD further agrees to execute upon request of BRITA LP or its successors, assigns or heirs, such additional documents, if any, as are necessary and proper to secure patent protection on said invention, and to otherwise give full effect to, or perfect the rights of, BRITA LP, or its successors, assigns or heirs, under this Reassignment.

IN TESTIMONY WHEREOF, I, Glenn Bevan, of INFINITY DESIGN DEVELOPMENT PTY LTD, HAVE DELIVERED THIS INSTRUMENT THIS 12TH DAY OF FEBRUARY, 2010.

INFINITY DESIGN DEVELOPMENT PTY LTD.

By:  _____

Name: Glenn Bevan _____

Title: MANAGING DIRECTOR _____

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