

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Kenneth A. Howard	05/24/2010
James J. Riley	05/24/2010
Matthew S. Smith	05/24/2010
RECEIVING PARTY DATA	
Name:	Mary Elle Fashions
Street Address:	1241 Ambassador Blvd.
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63132-1700
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29362513
CORRESPONDENCE DATA	
Fax Number:	(314)231-4342
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Correspondent Name:	SENNIGER POWERS LLP
Address Line 1:	100 NORTH BROADWAY
Address Line 2:	17TH FLOOR
Address Line 4:	ST LOUIS, MISSOURI 63102
ATTORNEY DOCKET NUMBER:	MRDN 5675 NCW/BCW
NAME OF SUBMITTER:	Brenda C. Witschorek

OP \$40.00 29362513

Total Attachments: 5
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**PATENT
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ASSIGNMENT

WHEREAS, We Kenneth A. Howard of St. Louis, Missouri, James J. Riley of St. Louis, Missouri, and Matthew S. Smith of St. Charles, Missouri, have invented an improvement in LED Light Bulb (MRDN 5675) and have executed an application for a United States patent based thereon;

AND, WHEREAS, Mary Elle Fashions of St. Louis, Missouri, a corporation of the State of Missouri (hereinafter referred to as "ASSIGNEE") is desirous of acquiring certain rights thereunder;

NOW, THEREFORE, for one dollar and other good and valuable consideration, receipt of all of which is hereby acknowledged, we have agreed to and do hereby sell, assign and transfer unto said ASSIGNEE the entire right, title and interest in and throughout the United States of America (including its territories and dependencies) and all countries foreign thereto in and to said invention, said United States application, any other United States applications (including provisional, non-provisional, divisional, continuing, or reissue applications) based in whole or in part on said United States application or in whole or in part on said invention, any foreign applications based in whole or in part on any of the aforesaid United States applications or in whole or in part on said invention, and any and all patents (including extensions thereof) of any country which have been or may be granted on any of the aforesaid applications or on said invention or any part thereof;

TO BE HELD AND ENJOYED by said ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by us had no sale and assignment of said interest been made;

AND We hereby authorize and request the Commissioner of Patents of the United States of America to issue any and all United States patents which may be granted upon said United States applications or any of them, or upon said invention or any part thereof, to said ASSIGNEE;

AND We hereby jointly and severally agree for ourselves and for our respective heirs, executors and administrators, to execute without further consideration any further lawful documents and any further assurances, and any provisional, non-provisional, divisional, continuing, reissue, or other applications for patents of any country, that may be deemed necessary by said ASSIGNEE fully to secure to said ASSIGNEE its interest as aforesaid in and to said invention or any part thereof, and in and to said several patents or any of them;

AND We hereby jointly and severally covenant for ourselves and our respective legal representatives that we have granted no right or license to make, use or sell said invention, to anyone except said ASSIGNEE, that prior to the execution of this deed our right, title and interest in said invention had not been otherwise encumbered, and that we have not executed and will not execute any instrument in conflict herewith.

IN WITNESS WHEREOF, we have hereunto set our hands.

05/24/10
Date

Kenneth A. Howard
Kenneth A. Howard

STATE OF MISSOURI)
COUNTY OF ST LOUIS)

On this 24th day of May 2010, before me, a Notary Public, personally appeared Kenneth A. Howard to me known to be the person described in and who executed the foregoing assignment and acknowledged that he executed same as his free act and deed.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal the date and year last above written.

K. Derleth
Notary Public

My Commission Expires:
04/14/12

K. DERLETH
Notary Public
Commissioned for Jefferson County
My Commission Expires: April 14, 2012
Commission Number: 08389230

5-24-10
Date

James J. Riley
James J. Riley

STATE OF MISSOURI)
COUNTY OF ST. LOUIS)

On this 24th day of May 2010, before me, a Notary Public, personally appeared James J. Riley to me known to be the person described, in and who executed, the foregoing assignment and acknowledged that he executed same as his free act and deed.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal and the date and year last above written.

K. Derleth
Notary Public

My Commission Expires:
04/14/12

K. DERLETH
Notary Public
Commissioned for Jefferson County
My Commission Expires: April 14, 2012
Commission Number: 08389230

05/24/10
Date

Matthew S. Smith
Matthew S. Smith

STATE OF MISSOURI)
COUNTY OF ST. LOUIS)

On this 24th day of May 2010, before me, a Notary Public, personally appeared Matthew S. Smith to me known to be the person described, in and who executed, the foregoing assignment and acknowledged that he executed same as his free act and deed.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal and the date and year last above written.

K. Derleth
Notary Public

My Commission Expires:

04/14/12

K. DERLETH
Notary Public
Commissioned for Jefferson County
My Commission Expires: April 14, 2012
Commission Number: 08389230