

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Mr. Peter Maxwell Lord		06/22/2010
RECEIVING PARTY DATA		
Name:	Olo Brand Group	
Street Address:	636 Broadway	
Internal Address:	Suite 1104	
City:	New York	
State/Country:	NEW YORK	
Postal Code:	10012	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	12762311	
CORRESPONDENCE DATA		
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ATTORNEY DOCKET NUMBER:	OLO-0001	
NAME OF SUBMITTER:	Robert Platt Bell	
Total Attachments: 2		
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PATENT
 REEL: 024676 FRAME: 0508

Application of: Peter Maxwell Lord	Docket No.: OLO-0001 RPB REF: OLO-0001
Serial Number: 12/762,311	Art Unit: 2856
Filing Date: April 17, 2010	Examiner: UNASSIGNED
Title: DIGITAL MEASURING DEVICE	

WHEREAS, **PETER MAXWELL LORD** whose post office address(es) appear below (hereinafter referred to as ASSIGNOR), have invented certain new and useful improvements in **DIGITAL MEASURING DEVICE** (hereinafter referred to as THE INVENTION) for which the above-captioned Application for United States Letters Patent, filed April 17, 2010;

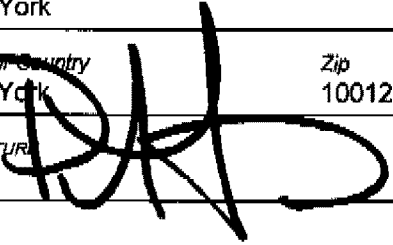
WHEREAS, **OLO BRAND GROUP**, whose post office address is 636 Broadway, suite 1104, New York, New York, 10012, (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire right, title and interest in and to the same in the United States and throughout the world;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, we, ASSIGNOR, by these presents do sell, assign and transfer unto said ASSIGNEE, the entire right, title and interest in and to said invention and Patent Application throughout the United States of America, including any and all United States Letters Patent granted on any U.S. Patent Application, and any division, continuation, continuation-in-part and reissue of said U.S. Patent Application; and the entire right, title and interest in and to said invention throughout the world, including the right to apply for patents and inventor certificates in respect thereof and to claim priority pursuant to rights accorded ASSIGNOR under the terms of the Paris International Convention and all other available international conventions and treaties; and the entire right, title and interest in and to any and all patents, patents of addition, utility models, patents of importation, revalidation patents and inventor certificates which may be granted throughout the world in respect of said invention.

ALSO, ASSIGNOR hereby agrees to execute any documents that legally may be required in connection with the filing, prosecution and maintenance of said application or any other patent application(s) or inventor certificate(s) in the United States and in foreign countries for said invention, including additional documents that may be required to affirm the rights of ASSIGNEE in and to said invention, all without further consideration. ASSIGNOR also agrees, without further consideration and at ASSIGNEE's expense, to identify and communicate to ASSIGNEE at ASSIGNEE's request documents and information concerning the invention that are within ASSIGNOR's possession or control, and to provide further assurances and testimony on behalf of ASSIGNEE that lawfully may be required of ASSIGNOR in respect of the prosecution, maintenance and defense of any patent application or patent encompassed within the terms of this instrument. ASSIGNOR's obligations under this instrument shall extend to ASSIGNOR's heirs, executors, administrators and other legal representatives.

ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent referred to above to ASSIGNEE of the entire right, title and interest in and to the same, for ASSIGNEE's sole use and behoof; and for the use and behoof of ASSIGNEE's legal representatives and successors, to the full end of the term for which such Letters Patent may be granted, as fully and entirely as the same would have been held by ASSIGNOR had this assignment and sale not been made.

Application of: Peter Maxwell Lord	Docket No.: OLO-0001 RPB REF: OLO-0001
Serial Number: 12/762,311	Art Unit: 2856
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Title: DIGITAL MEASURING DEVICE	

Full Name of First or Sole Inventor Peter Maxwell Lord	Citizenship USA
Residence Address - Street Broadway	Post Office Address Street 636 Broadway suite 1104
City New York	City New York
State or Country New York	State or Country New York
Zip 10012	Zip 10012
DATE 06/22/10	SIGNATURE 
<i>(Notarization preferred but not required)</i> Before me personally appeared said _____ and acknowledges this instrument to be his (her) free act and deed this _____ day of _____, 200__.	
Notary Public	