

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Luis Quehl	07/22/2010
RECEIVING PARTY DATA	
Name:	Daymen Photo Marketing LP
Street Address:	1003 Gravenstein Highway, North, Ste. 200
City:	Sebastopol
State/Country:	CALIFORNIA
Postal Code:	95472
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29342099
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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Address Line 4:	Palo Alto, CALIFORNIA 94304
ATTORNEY DOCKET NUMBER:	29928-031-014-02
NAME OF SUBMITTER:	Pamela S. Merkadeau
Total Attachments: 2 source=29342099#page1.tif source=29342099#page2.tif	

CH \$40.00 29342099

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PATENT
REEL: 024747 FRAME: 0734

ASSIGNMENT OF PATENT APPLICATION

WHEREAS, I Luis Quehl, (hereinafter referred to as "ASSIGNOR"), have invented a certain invention entitled **Sling Bag** for which application for Letters Patent of the United States of America was filed on 18th August 2009, and assigned Application No. 29/342,099; and;

WHEREAS, **DayMen Photo Marketing LP**, a Canadian limited partnership having a place of business at **1003 Gravenstein Highway, North, Suite 200, Sebastopol, CA 95472** (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the exclusive right, title and interest in, to and under said invention and in, to and under any Patent or similar legal protection to be obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto.

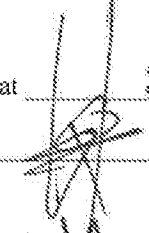
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, **ASSIGNORS** hereby sell, assign, transfer and set over unto the said **ASSIGNEE**, its successors and assigns, the full and exclusive right, title and interest to said invention and to all Letters Patent or application or similar legal protection including but not limited to all applications which claim priority therefrom, not only in the United States and its territorial possessions, but in all countries foreign thereto to be obtained for said invention by said application, and to any continuation, division, continuation in part, renewal, substitute, reissue or reexamination thereof or any legal equivalent thereof in the United States or a foreign country for the full term or terms for which the same may be granted, including all priority rights under the International Convention; and **ASSIGNORS** hereby authorize and request the United States Commissioner of Patents and Trademarks and any officials of foreign countries whose duty it is to issue patents or any legal equivalent thereof to said **ASSIGNEE**, its successors and assigns, in accordance with this Assignment.

ASSIGNORS hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Agreement; and

ASSIGNORS further covenant that **ASSIGNEE** will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents as may be known and accessible to **ASSIGNORS** and will testify as to

the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents in the United States or in any foreign country, which may be necessary or desirable to carry out the purposes thereof.

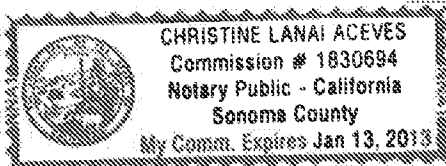
Executed this 27 day of July, 2010 at Sebastopol, CA



LUIS QUEHL

County of Sonoma

Before me personally appeared said Luis Quehl and acknowledged the foregoing instrument to be his/her free act and deed this 27 day of July, 2010

Seal




(Notary Public)

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