

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Kerry K. O'Brien	07/28/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Her Look Enterprises LLC
<b>Street Address:</b>	472 Meadowland Drive, Unit 10
<b>City:</b>	S. Burlington
<b>State/Country:</b>	VERMONT
<b>Postal Code:</b>	05403
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12845320
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<b>ATTORNEY DOCKET NUMBER:</b>	11350-028USU1
<b>NAME OF SUBMITTER:</b>	Morgan S. Heller II
<b>Total Attachments: 1</b> source=Assignment#page 1.tif	

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**PATENT**  
**REEL: 024754 FRAME: 0162**

## ASSIGNMENT

Whereas, I, Kerry K. O'Brien, residing in Shelburne, Vermont, have invented a certain new and useful

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and have executed therefor United States Patent Application Serial No. 12/845,320, filed on July 28, 2010;

And whereas, Her Look Enterprises LLC, a limited liability company of Vermont, having a place of business at 472 Meadowland Drive, Unit 10, South Burlington, Vermont 05403 (hereinafter called Assignee), desires to acquire the entire right, title and interest in the said application and inventions, and to any United States and foreign patents to be obtained therefor;

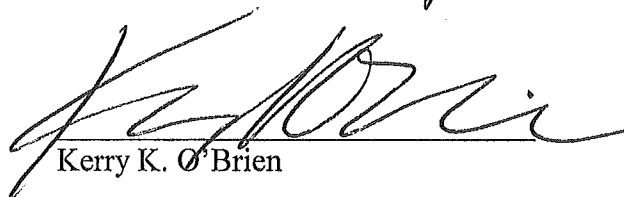
Now therefore, for good and valuable consideration, receipt whereof is hereby acknowledged, I the above named hereby sell, assign, and transfer to Assignee, its successors and assigns, the entire right, title and interest in the said application and inventions therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of said United States application, and I request the Commissioner for Patents to issue any Letters Patent granted upon the inventions set forth in said application to Assignee, its successors and assigns; and I hereby agree that Assignee may apply for foreign Letters Patent on said inventions and I will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by Assignee.

I, the above-named, hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

I hereby authorize Downs Rachlin Martin PLLC to insert into this Assignment in the blank spaces appearing above, respectively, the application serial number and filing date of the patent application identified by Attorney Docket No. "11350-028USU1," which appears on at least one page of the application.

Executed at South Burlington, VT, this 28 day of July,  
(City) (State)

2010.

  
Kerry K. O'Brien

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