

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
John W. Armaly Jr.	07/30/2010
RECEIVING PARTY DATA	
Name:	Armaly, LLC, A Michigan Limited Liability Company
Street Address:	P.O. Box 611
City:	Walled Lake
State/Country:	MICHIGAN
Postal Code:	48390-0611
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29354738
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NAME OF SUBMITTER:	Sherry Kelly
Total Attachments: 2 source=Assignment - 134949-0254#page1.tif source=Assignment - 134949-0254#page2.tif	

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ASSIGNMENT OF INVENTION AND PATENT RIGHTS - WORLDWIDE

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned individual (hereinafter referred to singly and collectively as "ASSIGNOR") hereby has sold, assigned, and transferred, and, by these presents, hereby sells, assigns, and transfers unto **Armaly, LLC, A Michigan Limited Liability Company**, having an address of P.O. Box 611, Walled Lake, Michigan 48390-0611 (hereinafter referred to as "ASSIGNEE") its successors and assigns, the entire right, title and interest for the United States, its territories and possessions, and for all other countries in and to all inventions disclosed in, claimed and relating to: **SPONGE PRODUCT**, filed January 28, 2010, Serial No. 29/354,738, including the entire and exclusive right, title and interest for all inventions disclosed in, claimed and relating to: all current and future national stage applications, regional stage applications and counterpart applications, claiming priority to such applications, wherever filed, as well as the entire right, title and interest in all countries and jurisdictions throughout the world for (a) all improvements and modifications of the above-identified invention or inventions, (b) the above-identified application and all other applications for Letters Patent of the United States and all other countries for the above-identified invention or inventions and all improvements and modifications thereof, (c) all Letters Patent which may issue from the applications in the United States and countries foreign thereto, (d) all divisions, continuations, reissues, and extensions of the applications and Letters Patent, and (e) the right to claim for any of the applications the full benefits and priority rights under the International Convention and any other international agreement to which the United States adheres; such right, title, and interest to be held and enjoyed by ASSIGNEE, its successors and assigns, to the full end of the term or terms for which any and all such Letters Patent may be granted as fully and entirely as would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

ASSIGNOR HEREBY AUTHORIZES ASSIGNEE to file patent applications in any or all countries on the above-identified invention or inventions in the name of the undersigned or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable under the International Convention or otherwise.

ASSIGNOR HEREBY AUTHORIZES AND REQUESTS the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE as the assignee of the entire right, title and interest of the application(s), for the sole use and benefit of ASSIGNEE, its successors and assigns.

ASSIGNOR HEREBY AGREES to: (a) communicate to ASSIGNEE, its successors and assigns, or their representative or agents, all facts and information known or available to ASSIGNOR respecting the invention or inventions, improvements, and modifications including any and all evidence for any interference, reexamination, reissue, opposition, revocation, extension, or infringement purposes or other legal, judicial, or administrative proceedings, whenever requested by ASSIGNEE; (b) testify in person or by affidavit as required by ASSIGNEE, its successors and assigns, in any such proceeding in the United States or any other country; (c) execute and deliver, upon request by ASSIGNEE, all lawful papers including, but not limited to, any original, divisional, continuation, and any reissue applications, renewals, assignments, powers of attorney, oaths, affidavits, declarations and/or depositions; and (d) provide all reasonable assistance to ASSIGNEE, its successors and assigns, in obtaining and enforcing proper title in and protection for

the invention or inventions, improvements, and modifications under the intellectual property laws of the United States and all other countries.

ASSIGNOR HEREBY REPRESENTS AND WARRANTS that ASSIGNOR has the full and unencumbered right to sell, assign, and transfer the interests sold, assigned, and transferred herein, and that ASSIGNOR has not executed and will not execute any document or instrument in conflict herewith.

ASSIGNOR HEREBY GRANTS to the law firm of **Butzel Long, counsel for ASSIGNEE**, the power and authority to insert into this Assignment any further identification necessary or desirable to comply with the rules of the U.S. Patent Office for recordation of this Assignment.

ASSIGNOR UNDERSTANDS AND AGREES that the attorneys and agents of the **Butzel Long** law firm represent the interests of both the ASSIGNEE and ASSIGNOR.

Executed this _____ day of _____, 2010

John W Armaly
Jr.

Digitally signed by John W Armaly Jr.
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ou=President,
email=john.armaly@armalybrands.com, c=US
Date: 2010.07.30 10:10:10 -04'00'

John W. Armaly, Jr.