

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

**CONVEYING PARTY DATA**

Name	Execution Date
Paul Fair	07/26/2010
Kristin A. Tidwell	07/15/2010
Catherine P. McNeil	07/20/2010
Clarice Bonzer	07/16/2010

**RECEIVING PARTY DATA**

Name:	The Boppy Company, LLC
Street Address:	560 Golden Ridge Road, #150
City:	Golden
State/Country:	COLORADO
Postal Code:	80401

**PROPERTY NUMBERS Total: 1**

Property Type	Number
Application Number:	12827870

**CORRESPONDENCE DATA**

Fax Number: (415)576-0300  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 303-571-4000  
 Email: dwboyd@townsend.com  
 Correspondent Name: David W. Boyd  
 Address Line 1: Two Embarcadero Center, Eighth Floor  
 Address Line 4: San Francisco, CALIFORNIA 94111-3834

ATTORNEY DOCKET NUMBER:	017242-017830US
NAME OF SUBMITTER:	David W. Boyd

Total Attachments: 4  
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**PATENT  
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**ASSIGNMENT OF PATENT APPLICATION**

JOINT

WHEREAS, Paul Fair of 3215 S. Clayton Street, Denver, CO 80210; Kristin A. Tidwell of 1680 Trenton Street, Denver, CO 80220; Catherine P. McNeil of 121 Black Birch Road, Golden, CO 80401; and Clarice Bonzer of 11065 Elk Rest Run, Littleton, CO 80125, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention:           PILLOW WITH TOY ATTACHMENT SYSTEM

Date(s) of execution of Declaration:

Filing Date:                 June 30, 2010

Application No.:            12/827,870; and

WHEREAS, The Boppy Company, LLC, a corporation of the state of Colorado, located at 560 Golden Ridge Road, #150, Golden, CO 80401, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

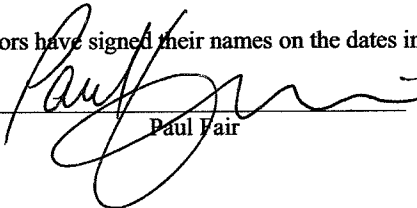
For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignor, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignors hereby authorize and request Townsend and Townsend and Crew LLP, Two Embarcadero Center, Eighth Floor, San Francisco, CA 94111-3834, to insert herein above the application number and filing date of said application when known.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: 7-26-10

  
\_\_\_\_\_  
Paul Fair

Dated: \_\_\_\_\_

\_\_\_\_\_  
Kristin A. Tidwell

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Attorney Docket No.: 017242-017830US  
Page 2

Dated: \_\_\_\_\_

\_\_\_\_\_  
Catherine P. McNeil

Dated: \_\_\_\_\_

\_\_\_\_\_  
Clarice Bonzer

62707196 v1

**ASSIGNMENT OF PATENT APPLICATION**

JOINT

WHEREAS, Paul Fair of 3215 S. Clayton Street, Denver, CO 80210; Kristin A. Tidwell of 1680 Trenton Street, Denver, CO 80220; Catherine P. McNeil of 121 Black Birch Road, Golden, CO 80401; and Clarice Bonzer of 11065 Elk Rest Run, Littleton, CO 80125, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

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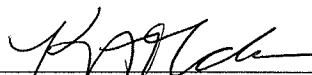
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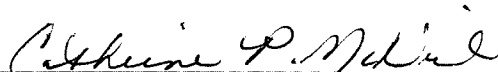
\_\_\_\_\_  
Paul Fair

Dated: 7-15-10

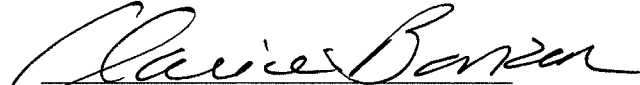
  
\_\_\_\_\_  
Kristin A. Tidwell

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Attorney Docket No.: 017242-017830US  
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Dated: 1/20/10

  
Catherine P. McNeil

Dated: 7-16-10

  
Clarice Bonzer

62707196 v1