PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT						
NATURE OF CONVEYANCE:		ASSIGNMENT						
CONVEYING PARTY DATA								
N			ame	Execution Date				
Sergio Llerena				08/12/2010				
RECEIVING PARTY D	ΑΤΑ							
Name:	Name: The Madison Company, Ltd.							
Street Address:	388 Carlaw Av	388 Carlaw Ave., Unit 106 E						
City:	Toronto	Toronto						
State/Country:	CANADA							
Postal Code:	M4M2T4							
PROPERTY NUMBERS Total: 1								
Property Type		Number						
Application Number: 29367		032		29367032				
CORRESPONDENCE DATA								
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Fax Number.(212)460-0323Correspondence will be sent via US Mail when the fax attempt is unsuccessful.Phone:212-486-7272								
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Address Line 1: 11 Broadway, Suite 615 Address Line 4: New York, NEW YORK 10004								
ATTORNEY DOCKET NUMBER:		8007.007						
NAME OF SUBMITTER:			Tuvia Rotberg					
Total Attachments: 2 source=bottle007assgn#page1.tif source=bottle007assgn#page2.tif								

Assignment of Rights, Title and Interest in Invention (Multiple inventors; single assignee)			Docket No 8007.007
This is an As:	signment of the following rig	hts, title and interest: (check all that apply):	
X	United States of America rights, title and interest in the invention		
	Foreign rights, title and interest in the invention		
\boxtimes	United States Patent Application Serial No. 29/367,032		
	Date of Execution:	Date of Filing:	
	United States Provisional Patent Application Serial No		
	United States Patent No(s).		
	International (PCT) Patent Application Serial No		
	Other (specify)		
<i>Title of the In</i> Bottle Design			
iventors (assi	ignors) Name	Address	
Sergio Lieren		c/o The Madison Co , 388 Carlaw Ave , Ur	hit 106E. Toronto, Ontario M4M2T4
signee			
Name		Address	
he Madison (Company, Ltd	388 Carlaw Ave , Unit 106 E Toronto, Ontario M4M2T4	
			AS03A/REV02

Assignment of Rights, Title and Interest in Invention (Multiple inventors; single assignee)

8007.007

Whereas, we, the above-identified Inventors, have invented certain new and useful improvements in the Invention identified above and described in the above-identified patent application(s) and/or patent(s) (hereinafter referred to as "Invention");

And, whereas we desire to assign our above-identified rights, title and interest in the Invention to the above-identified Assignee;

Now, this indenture witnesseth, that for good and valuable consideration, the receipt whereof is hereby acknowledged;

We hereby assign, sell and transfer our above-identified rights, title and interest in said Invention, said application(s) as identified above, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted or have granted for said Invention, and in and to any and all reissues and reexaminations thereof, and in and to any and all priority rights. Convention rights, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;

And we hereby authorize and request the Director of the United States Patent and Trademark Office to issue any United States Letters Patent which may issue for said invention to said Assignee, as assignee of the whole right, title and interest thereto;

And we further agree to sign and execute all necessary and lawful future documents, including applications for foreign patents, for filing divisions, continuations and continuations in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid invention, as the Assignee or its Designee(s) may from time to time require and prepare at its own expense

Name	Signature/Date		
Sergio Llerena		Ignature/Date 17-270-10	
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Inventors' Signatures (if Notarization is desired, do not sign here and proceed to next page)

PATENT REEL: 024833 FRAME: 0071

RECORDED: 08/13/2010

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