

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Laurent MARTEL</td> <td>09/16/2010</td> </tr> <tr> <td>Pierre BILLION</td> <td>09/09/2010</td> </tr> <tr> <td>Julien BROUARD</td> <td>09/02/2010</td> </tr> <tr> <td>Bruno LEROUX</td> <td>09/02/2010</td> </tr> </tbody> </table>		Name	Execution Date	Laurent MARTEL	09/16/2010	Pierre BILLION	09/09/2010	Julien BROUARD	09/02/2010	Bruno LEROUX	09/02/2010
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Pierre BILLION	09/09/2010										
Julien BROUARD	09/02/2010										
Bruno LEROUX	09/02/2010										
<b>RECEIVING PARTY DATA</b>											
Name:	SMG Brands, Inc.										
Street Address:	1105 North Market Street										
Internal Address:	Suite 1300										
City:	Wilmington										
State/Country:	DELAWARE										
Postal Code:	19899										
<b>PROPERTY NUMBERS Total: 1</b>											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29365376</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29365376						
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Application Number:	29365376										
<b>CORRESPONDENCE DATA</b>											
Fax Number:	(202)778-2201										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	2029551500										
Email:	patcdocket@hunton.com										
Correspondent Name:	Hunton & Williams, LLP										
Address Line 1:	1900 K Street, N.W.										
Address Line 2:	Suite 1200										
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006										
ATTORNEY DOCKET NUMBER:	54936.004376										
NAME OF SUBMITTER:	Nicholas M. Mathews										

CH \$40.00 29365376

**Total Attachments: 5**

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## ASSIGNMENT

WHEREAS, we, **Laurent MARTEL**, residing at, 6751 Burnside Lane, Dublin, Ohio, 43016; **Pierre BILLION**, residing at 456 Chemin Charbonnet, saint Didier de Formans, France, 01600; **Julien BROUARD**, residing at 20 cours Suchet, Lyon, France, 69002; and **Bruno LEROUX**, residing at 100 rue de Belleville, St Etienne des Oullieres, France, 69460 have invented certain new and useful improvements in and to the subject matter of:

### DISPENSING CONTAINER AND PARTS THEREOF

described in a United States Design Application filed on July 8, 2010 and accorded Application No. 29/365,376;

AND, WHEREAS, **SMG Brands, Inc.**, a corporation organized under the laws of the State of Delaware, having a place of business located at **1105 North Market Street, Suite 1300, Wilmington, DE 19899-8985** (hereinafter "ASSIGNEE"), is desirous of acquiring certain rights to the improvements and under the application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) or the equivalent thereof, and other good and valuable consideration, receipt of which is hereby acknowledged, we do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, our entire right, title and interest in and throughout the United States of America (including its territories and dependencies) and all countries foreign thereto in and to said improvements, said United States application, any other United States applications, including provisional, divisional, renewal, substitute, continuation, reexamination and reissue applications, based in whole or in part on said United States application or in whole or in part on said improvements, any foreign applications, including international and regional applications, based in whole or in part on any of the aforesaid United States applications or in whole or in part on said improvements, and in and to any and all letters patent, including extensions thereof, of any country which have been or may be granted on any of the aforesaid applications or on said improvements or any parts thereof;

AND we hereby authorize and request my agents, **Hunton & Williams LLP**, whose address is 1900 K Street, N.W., Suite 1200, Washington, DC 20006-1109, to insert hereon any identification necessary or desirable for recordation of this document, including the filing date and application number of said application when known.

AND we hereby agree for ourselves and our heirs, executors and administrators to execute without further consideration any further documents and instruments which may be necessary, lawful and proper in the prosecution of said above-referenced application or in the preparation or prosecution of any continuing, substitute, divisional, renewal, reexamination or reissue application or in any amendments, extensions or interference proceedings, or other applications for patents of any region or country, that may be necessary to secure to ASSIGNEE its interest and title in and to said improvements or any parts thereof, and in and to said several patents or any of them;

AND we hereby covenant for ourselves and our legal representatives, and agree with said ASSIGNEE, its successors and assigns, that we have granted no right or license to make, use, sell or offer to sell said improvements, to anyone except said ASSIGNEE, that prior to the execution of this deed, my right, title and interest in said improvements had not been otherwise encumbered, and that we have not and will not execute any instrument in conflict therewith;

AND we do hereby authorize and request the Director of the United States Patent and Trademark Office to issue any and all letters patent which may be granted upon said United States applications, or upon said improvements or any parts thereof when granted, to said ASSIGNEE.

IN WITNESS WHEREOF, we have hereunto set our hand and seal.

9/16/10  
Date

Laurent MARTEL  
Signature

Witnessed by:

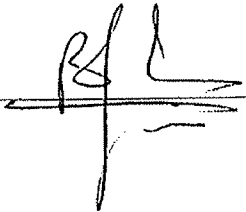
9/16/10  
Date

Miriam Seijo  
Signature

MIRIAM SEIJO  
Witness Name


HUNTON & WILLIAMS LLP  
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8/09/06  
Date

  
Pierre BILLION

Witnessed by:

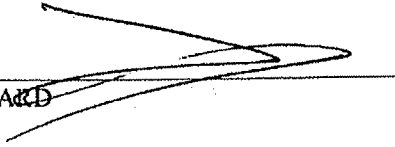
08.03.06  
Date

  
Signature

Dumken Fages.  
Witness Name


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02/09/2010  
Date

  
Julien BROUARD

Witnessed by:

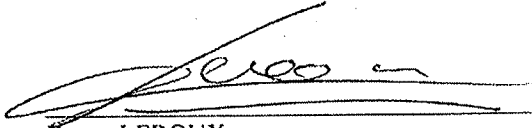
09.09.2010  
Date

  
Signature

Damien Fages  
Witness Name

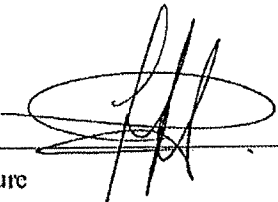
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2/9/2010  
Date

  
\_\_\_\_\_  
Bruno LEROUX

Witnessed by:

09.09.2010  
Date

  
\_\_\_\_\_  
Signature

Damien Fayer  
\_\_\_\_\_  
Witness Name

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