

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MCM Holdings, LLC	03/26/2007
RECEIVING PARTY DATA	
Name:	Better Bag, LLC
Street Address:	10701 South River Front Parkway
Internal Address:	Suite 110
City:	South Jordan
State/Country:	UTAH
Postal Code:	84095
PROPERTY NUMBERS Total: 6	
Property Type	Number
Application Number:	29367207
Application Number:	29367202
Application Number:	29367212
Application Number:	29367215
Application Number:	29367225
Application Number:	29367232
CORRESPONDENCE DATA	
Fax Number:	(801)328-1707
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	801-533-9800
Email:	knakagama@wnlaw.com
Correspondent Name:	Workman Nydegger
Address Line 1:	1000 Eagle Gate Tower
Address Line 2:	60 E. South Temple
Address Line 4:	Salt Lake City, UTAH 84111

OP \$240.00 29367207

ATTORNEY DOCKET NUMBER:	17144.2.4*, .2.5*, .2.6*
NAME OF SUBMITTER:	Michael J. Frodsham
Total Attachments: 3 source=17144-2_Assignment3_MCM-to-Better-Bag#page1.tif source=17144-2_Assignment3_MCM-to-Better-Bag#page2.tif source=17144-2_Assignment3_MCM-to-Better-Bag#page3.tif	

ASSIGNMENT OF INVENTION AND PATENT APPLICATION

THIS ASSIGNMENT OF INVENTION AND PATENT APPLICATION (the "Assignment") is executed and delivered as of March 26, 2007, by MCM Holdings, LLC, a Utah limited liability company ("Assignor"), to Better Bag, LLC, a Utah limited liability company ("Assignee").

RECITALS

WHEREAS, Assignor has agreed to sell, transfer, convey, assign and deliver to Assignee, all right, title and interest in, to and under certain intellectual property pursuant to the terms and provisions of that certain Formation and Contribution Agreement, dated as of even date herewith, by and among, Assignee, Assignor, HW Conlan, LLC, a Utah limited liability company, Kevin Conlan, Corbin Church and Pro Star Fulfillment, Inc., a Utah corporation (the "Agreement"); and

WHEREAS, this Assignment is being executed and delivered in order to effect the transfer of all of Assignor's right, title and interest in and to (i) that certain method and apparatus entitled "Systems and Methods for Customizing Handbags," hereinafter called the "Invention," and (ii) the patent application identified on Exhibit A hereto (the "Patent Application").

ASSIGNMENT

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor does hereby sell, grant, transfer, convey, assign, and deliver to Assignee all of the Assignor's right, title, and interest in and to:

(a) the Invention and the Patent Application; all inventions identified and described in such Patent Application; any and all applications that claim the benefit of any of the Patent Application, both U.S. and foreign including but not limited to provisional and non-provisional applications, continuing (continuation, divisional, or continuation-in-part) applications, reissues, extensions, renewals, and reexaminations of the Patent Application and patents issued thereon, to the full extent of the term or terms for which any such patents issue; and

(b) any and all forms of intellectual property protection derivable from the Patent Application, and that are derivable from any and all continuing applications, reissues, extensions, renewals and reexaminations of the Patent Application, including, without limitation, corresponding applications filed in countries foreign to the United States, and in all patents issuing thereon in the United States and foreign countries; and

(c) the right to file foreign patent applications on the Invention in Assignee's own name, wherever such right may be legally exercised, including the right to claim the benefits of the International Convention for such applications.

all such ownership, rights, title, and interest to be held by Assignee for Assignee's own use and enjoyment and for the use and enjoyment of Assignee's successors, assigns, and other legal

representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

Assignor agrees that, without additional consideration, it will take such further actions and execute promptly such further documents as are necessary to effect and record the above assignments, including any actions or documents required by the applicable registrar or other official to document the transfer herein or as may be necessary to protect, secure, and vest good, valid, and marketable title to the Patent Application and the Invention and any and all related rights and interests in Assignee.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and subordinate or other officials, and any official of any country foreign to the United States whose duty it is to issue service patents or other evidence or forms of intellectual property protection or applications, to issue the same to Assignee and Assignee's successors, assigns, and other legal representatives in accordance with this instrument.

IN WITNESS WHEREOF, this Assignment has been executed as of the day and year first written above.

ASSIGNOR:

MCM HOLDINGS, LLC,
a Utah limited liability company

By: 

Name: Christian Seegmiller

Title: Managing Member

Exhibit A

Title	Jurisdiction	Number
Systems and Methods for Customizing Handbags	US	60/895,758