Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Victoria Anne Bamford	07/07/2010
David McDonald Scott	07/08/2010

RECEIVING PARTY DATA

Name:	Air New Zealand Limited
Street Address:	185 Fanshawe Street
City:	Auckland
State/Country:	NEW ZEALAND
Postal Code:	1010

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29366435

CORRESPONDENCE DATA

Fax Number: (215)563-4044

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 215-563-4100

Email: vpace@ddhs.com

Correspondent Name: Vincent T. Pace

Address Line 1: 1601 Market Street

Address Line 2: Suite 2400

Address Line 4: Philadelphia, PENNSYLVANIA 19103-2307

ATTORNEY DOCKET NUMBER: 0074-P05095US00

NAME OF SUBMITTER: Vincent T. Pace

Total Attachments: 4

source=P05095US00Assignment#page1.tif source=P05095US00Assignment#page2.tif

PATENT S01306212 REEL: 025067 FRAME: 0529

29366435

CH \$40.00

source=P05095US00Assignment#page3.tif source=P05095US00Assignment#page4.tif

PATENT REEL: 025067 FRAME: 0530

ASSIGNMENT

one of them, hereinaf interest in and to a ded dated this day of	sign for A Pillow, sho	IGNOR, are the ow wn and described in	ners of the entire righ	nt, title and
business at 185 Fansl desirous of acquiring	REAS, Air New Zeal nawe Street, Auckland the said design and an e United States which	l 1010, New Zealan y and all application	d, referred to as ASS as for Letters Patent and	SIGNEE, is
by ASSIGNEE, the transferred and set over right, title and interest the Invention and Pata as well as any continureissues which may be and enjoyed by Assig successors, assigns or of the United States a held and enjoyed by all claims for damage	THEREFORE, for greeceipt of which is her, and does hereby set that Assignor may have the Application, and a lations, continuations e granted or extension gree for its own use a other representatives, are granted or reissued Assignor if this assign is by reason of past in for its own use, and	tereby acknowledge all, assign, transfer an ave, for, to and within my patents or invent in-part, divisions, rems of the foregoing and enjoyment, and to the end of the term as fully and entire iment and transfer histingement of said	d, Assignor has sold and set over to Assigned in, in the United States or's certificate issuing examinations, and any applications, the same for the use and enjoy m or terms for which all as the same would ad not been made; to patents, with the right	, assigned, , the entire s, in and to therefrom, y reissue or to be held ment of its any patents have been gether with
and Trademark Office	SSIGNOR hereby aut e to issue any and all s, as the owner of all r	Letters Patent of the	United States to ASS	U.S. paten SIGNEE, i
and expense of ASSI papers and do such of its successors and ass	or said consideration, in IGNEE, its successors ther acts and things as signs, to procure Letterssors and assigns may see.	s and assigns, ASSI may be necessary a ers Patent for said i	GNOR will execute and proper to permit A nvention in the Unite	any furthe: ASSIGNEE ed States as
Market Street, Suite	reby authorize our atto 2400, Philadelphia, Pond filing date of our ap	ennsylvania 19103,	to insert here in pare	an, of 1601 intheses the
(Auuliantian Na	29/366.435	Filing Date:	July 26	2010

PATENT REEL: 025067 FRAME: 0531

Assignor(s) Assignee Docket No.	Victoria Anne BamforAir New Zealand Limi0074-P05095US00	· · · · · · · · · · · · · · · · · · ·
month indicated		his Assignment has been executed on the day and
Date:	<u></u>	Victoria Anne Bamford
Date:	2010	

David McDonald Scott

PATENT

REEL: 025067 FRAME: 0532

ASSIGNMENT

one of them, hereinafter referred to as ASSIGNOR, are the owners of the entire right, title and

WHEREAS, Victoria Anne Bamford and David McDonald Scott, and each

interest in and to a design for A Pillow, shown and described in an application for a U.S. patent, dated this day of, 2010; and
WHEREAS, Air New Zealand Limited, a New Zealand company, engaged in business at 185 Fanshawe Street, Auckland 1010, New Zealand, referred to as ASSIGNEE, is desirous of acquiring the said design and any and all applications for Letters Patent and any and all Letters Patent of the United States which may be issued therefor;
NOW, THEREFORE, for good and valuable consideration paid to ASSIGNOR by ASSIGNEE, the receipt of which is hereby acknowledged, Assignor has sold, assigned, transferred and set over, and does hereby sell, assign, transfer and set over to Assignee, the entire right, title and interest that Assignor may have, for, to and within, in the United States, in and to the Invention and Patent Application, and any patents or inventor's certificate issuing therefrom, as well as any continuations, continuations-in-part, divisions, re-examinations, and any reissue or reissues which may be granted or extensions of the foregoing applications, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other representatives, to the end of the term or terms for which any patents of the United States are granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and transfer had not been made; together with all claims for damages by reason of past infringement of said patents, with the right to sue for, and collect the same for its own use, and for the use of its successors, assigns or other legal representatives;
And ASSIGNOR hereby authorizes and requests the Director of the U.S. patent and Trademark Office to issue any and all Letters Patent of the United States to ASSIGNEE, it successors and assigns, as the owner of all right, title and interest therein.
And for said consideration, it is hereby covenanted and agreed that at the request and expense of ASSIGNEE, its successors and assigns, ASSIGNOR will execute any further papers and do such other acts and things as may be necessary and proper to permit ASSIGNEE, its successors and assigns, to procure Letters Patent for said invention in the United States as ASSIGNEE, its successors and assigns may elect, and vest the full title thereto in ASSIGNEE, its successors and assigns.
We hereby authorize our attorneys, Dann Dorfman Herrell and Skillman, of 1601 Market Street, Suite 2400, Philadelphia, Pennsylvania 19103, to insert here in parentheses the application number and filing date of our application when known.
Application No29/366,435, Filing Date:July 26, 2010)

PATENT REEL: 025067 FRAME: 0533 Assignor(s) Assignee

: Victoria Anne Bamford et al.

: Air New Zealand Limited

Docket No.

: 0074-P05095US00

IN WITNESS WHEREOF, this Assignment has been executed on the day and month indicated below.

Date: 2010

Victoria Anne Bamford

David McDonald Scott

PATENT

REEL: 025067 FRAME: 0534

RECORDED: 09/30/2010