

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Jorgen BODUM	08/25/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Pi-Design AG
<b>Street Address:</b>	Kantonsstrasse 100
<b>City:</b>	Triengen
<b>State/Country:</b>	SWITZERLAND
<b>Postal Code:</b>	6234
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29376395
<b>CORRESPONDENCE DATA</b>	
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<b>NAME OF SUBMITTER:</b>	Alan J. Kasper
<b>Total Attachments: 2</b> source=Assignment_Executed#page1.tif source=Assignment_Executed#page2.tif	

OP \$40.00 29376395

Sole/Joint Invention  
(U.S. Rights Only)

# Assignment of Patent Application

WHEREAS I/We, the below named inventor(s), [hereinafter referred to as ASSIGNOR(S)], have made an invention entitled:

**Beverage Maker**

for which I/We executed an application for Letters Patent of the United States,

of even date herewith;

(Check one)  U.S. Serial Number filed

International Application No. filed

and

WHEREAS **Pi-Design AG**

a corporation of

whose post office address is **Kantonsstrasse 100  
6234 Triengen  
Switzerland**

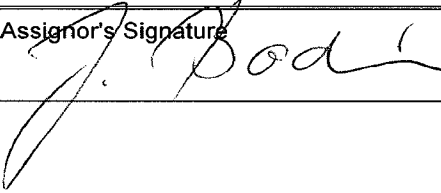
hereinafter referred to as ASSIGNEE, is desirous of obtaining the entire right, title and interest in, to and under the said invention and the said application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$ 1.00) to me/us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I/we, the said ASSIGNOR(S), have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said invention, and the said application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reexamination certificates, reissues and extensions thereof; and I/we hereby authorize and request the Commissioner of Patents of the United States, to issue all Letters Patent for said invention to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this Assignment;

AND, I/WE HEREBY covenant that I/we have the full right to convey the entire interest herein assigned, and that I/we have not executed, and will not execute, any agreement in conflict herewith.

AND, I/WE HEREBY further covenant and agree that I/we will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to me/us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue application, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said invention at the expense of the ASSIGNEE.

IN TESTIMONY WHEREOF, I/we have hereunto set my/our hand(s) and seal(s) the day and year set opposite my/our signature(s).

Full Name of First Assignor <b>BODUM, Jørgen</b>	Assignor's Signature 	Date <b>25th August 2010</b>
Address <b>Käppelistrasse 15 6045 Meggen Switzerland</b>		Country of Citizenship <b>Switzerland</b>
Full Name of Second Assignor	Assignor's Signature	Date
Address		Country of Citizenship
Full Name of Third Assignor	Assignor's Signature	Date
Address		Country of Citizenship
Full Name of Fourth Assignor	Assignor's Signature	Date
Address		Country of Citizenship
Full Name of Fifth Assignor	Assignor's Signature	Date
Address		Country of Citizenship
Full Name of Sixth Assignor	Assignor's Signature	Date
Address		Country of Citizenship