

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Alex Hearn	09/23/2010
RECEIVING PARTY DATA	
Name:	Kind Consumer Limited
Street Address:	Lighterman House, 26-36 Wharfdale Road
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	N1 9RY
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29369206
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	BOUL/0031US
NAME OF SUBMITTER:	William B. Patterson
Total Attachments: 2 source=BOUL0031USD_Assignment#page1.tif source=BOUL0031USD_Assignment#page2.tif	

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PATENT
REEL: 025343 FRAME: 0648

ASSIGNMENT FOR APPLICATION FOR PATENT

WHEREAS:

Names and Addresses
of Inventors:

1)	Alex Hearn 33 Eagle House 30 Eagle Wharf Road London N1 7EH United Kingdom
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(hereinafter referred to as Assignors), have invented a certain invention entitled:

SIMULATED CIGARETTE PACK

- ☒ for which application for Letters Patent in the United States was filed on September 3, 2010, under Serial No. 29/369,206;
- ☐ I/we hereby authorize and request our attorneys, Patterson & Sheridan of 3040 Post Oak Boulevard, Suite 1500, Houston, Texas 77056, to insert here in parentheses (Application number _____ and filed _____) the filing date and application number of said application when known;

and

WHEREAS, Kind Consumer Limited, a United Kingdom corporation, having a place of business at Lighterman House, 26-36 Wharfdale Road, London N1 9RY, United Kingdom (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said application (hereinafter referred to as Application), and the invention disclosed therein (hereinafter referred to as Invention), and in and to all embodiments of the Invention, heretofore conceived, made or discovered by said Assignors, and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter referred to as Patents) thereon granted in any and all countries and groups of countries.

NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Assignors to have been received in full from said Assignee:

1. Said Assignors hereby sell, assign, transfer and convey to Assignee the full and exclusive right, title and interest (a) in and to said Application and said Invention; (b) in and to all rights to apply for patents on said Invention in any and all countries pursuant to the International Convention for the Protection of Industrial Property or otherwise; (c) in and to any and all Applications filed and any and all Patents granted on said Invention in any and all countries and groups of countries, including each and every Application filed and each and every Patent granted on any application which is a division, substitution, or continuation of said Application; and (d) in and to each and every reissue or extension of any of said Patents.

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2. Said Assignors hereby covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest to said Invention herein conveyed in any and all countries and groups of countries. Such cooperation by said Assignors shall include prompt production of pertinent facts and documents, giving testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filing and prosecuting substitute, divisional, continuing or additional applications covering said Invention; (d) for filing and prosecuting applications for reissuance of any of said Patents; (e) for interference or other priority proceedings involving said Invention; and (f) for legal proceedings involving said Invention and any application therefor and any Patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Assignors in providing such cooperation shall be paid for by said Assignee.

3. The term and covenants of this agreement shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Assignors, their respective heirs, legal representatives and assigns.

4. Said Assignors hereby warrant and represent that they have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

IN WITNESS WHEREOF, the said Assignors have executed and delivered this instrument to said Assignee on the dates indicated below.

1) 23rd September 2010
Date

ALEX HEARN

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