

# 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>
William S. Perell	01/20/2011
Leif B. Sorensen	01/24/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	PopPack, LLC
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<b>City:</b>	San Francisco
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94127
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29384247
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	POP-2-PCT-US-D
<b>NAME OF SUBMITTER:</b>	Thomas D. Huycke
<b>Total Attachments: 2</b> source=POP_2_PCT_US_D_Assignment#page1.tif source=POP_2_PCT_US_D_Assignment#page2.tif	

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**PATENT**  
**REEL: 025713 FRAME: 0049**

**JOINT INVENTION ASSIGNMENT OF WORLDWIDE RIGHTS**

**WHEREAS**, we, William S. Perell, a citizen of United States of America residing at 301 Junipero Serra, Suite 220, San Francisco, California 94127; and Leif B. Sorensen, a citizen of Denmark, residing at 7108 Marbella Court, Apt. 501, Cape Canaveral, Florida 32920; as assignors, have made an invention entitled "Holding Container with Breachable Perimeter Bubble" as described in a patent application for U.S. Letters Patent executed by us on even date herewith, which is about to be filed in the U.S. Patent and Trademark Office; and

**WHEREAS**, PopPack, LLC, 301 Junipero Serra, Suite 220, San Francisco, California 94127, as assignee, is desirous of securing the entire right, title and interest in and to this invention in all countries throughout the world, and in and to the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

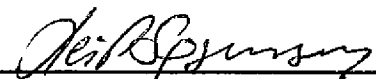
**NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, BE IT KNOWN**, that we, the ASSIGNORS, for good and valuable consideration the receipt of which from assignee is hereby acknowledged, we, as assignors, have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the assignee, its lawful successors and assigns, our entire right, title, and interest in and to this invention and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of such applications, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof, and we hereby authorize and request the Commissioner for Patents of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to assignee, its successors and assigns, in accordance with the terms of this Agreement.

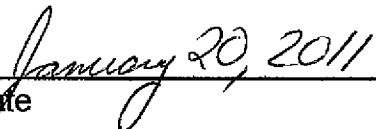
**AND, WE HEREBY** covenant that we have the full right to convey the interest assigned by this Assignment, and we have not executed, and will not execute any agreement in conflict with this Assignment;

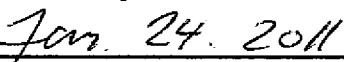
**AND, WE HEREBY** further covenant and agree that we will, without further consideration, communicate with assignee, its successors and assigns, any facts known to us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title of this invention in said assignee, its successors and assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the assignee, its successors and assigns.

**IN WITNESS WHEREOF**, the Assignors have executed this document on the date indicated below:

  
\_\_\_\_\_  
William S. Perell

  
\_\_\_\_\_  
Leif B. Sorensen

  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Date