

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Stephen John Howell	01/16/2011
RECEIVING PARTY DATA	
Name:	Creative Instore Solutions Pty Ltd
Street Address:	1 Tepko Road
City:	Terrey Hills, New South Wales
State/Country:	AUSTRALIA
Postal Code:	2084
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29378875
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	29576.8400
NAME OF SUBMITTER:	Albin H. Gess
Total Attachments: 2 source=Assignment_29576_8400#page1.tif source=Assignment_29576_8400#page2.tif	

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ASSIGNMENT

WHEREAS, ASSIGNOR, comprising the following named inventor: Stephen John Howell, an Australian citizen, residing at C/O 1 Tepko Road, Terrey Hills, New South Wales, 2084, Australia, has invented, conceived, reduced to practice, inventions for a REFRIGERATOR (hereinafter the "Invention"), for which a United States Patent Application No. 29/378,875 was filed November 10, 2010 (hereinafter the "Application"); and

WHEREAS, ASSIGNEE, Creative Instore Solutions Pty Ltd, an Australian company, having a principal place of business at 1 Tepko Road, Terrey Hills, New South Wales, 2084, Australia, is desirous of acquiring the entire right, title and interest in, to and under the Invention and the Application and patents to be obtained thereon;

NOW, THEREFORE, in consideration of the payment by ASSIGNEE to ASSIGNOR the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration, ASSIGNOR does hereby sell, assign and transfer and set over to ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest, throughout the world, in the Invention and the Application, and any other intellectual property rights in the Invention including, but not limited to, any patent rights, and any patent application(s), claiming priority thereto, that have been or may hereafter be filed;

ASSIGNOR hereby covenants that no assignment, sale, agreement, charge, or other encumbrance, has been, or will be, entered into which would conflict with this assignment;

ASSIGNOR does hereby covenant and agree to provide any tangible property embodying or describing the Invention, including, without limitation, all documents, drawings, prototypes, models, test results, designs, materials, computer programs and data, and the like, which, if not presently in the possession of ASSIGNEE will be delivered to ASSIGNEE immediately upon request;

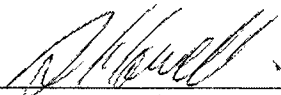
ASSIGNOR does hereby covenant and agree to do everything possible to aid ASSIGNEE, its successors, legal representatives and assigns to obtain and enforce proper patent protection for the Invention in all countries including assisting with the preparation of any application relating to the Invention;

ASSIGNOR does hereby covenant and agree not to contest the validity or enforceability of any intellectual property rights assigned herein, or to assist or request any third party to contest the validity or enforceability of any intellectual property rights assigned herein;

ASSIGNOR does hereby release and forever discharge ASSIGNEE from any and all claims, including but not limited to any debts, liabilities, damages and causes of action of whatsoever kind or nature relating to the Invention, whether or not known, suspected and unsuspected, including any and all previous agreements entered into, which now exist, or may have existed prior to the date of this assignment.

IN WITNESS WHEREOF, I have executed this instrument at Sydney,
on the date indicated adjacent to my name.

Dated: 16-1-11

By 
Stephen John Howell