

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Eric PFEIFFER</td> <td>01/18/2011</td> </tr> <tr> <td>Scot HERBST</td> <td>01/18/2011</td> </tr> <tr> <td>Janet VILLANO</td> <td>01/18/2011</td> </tr> <tr> <td>Ellen DIAMANT</td> <td>01/18/2011</td> </tr> </tbody> </table>		Name	Execution Date	Eric PFEIFFER	01/18/2011	Scot HERBST	01/18/2011	Janet VILLANO	01/18/2011	Ellen DIAMANT	01/18/2011		
Name	Execution Date												
Eric PFEIFFER	01/18/2011												
Scot HERBST	01/18/2011												
Janet VILLANO	01/18/2011												
Ellen DIAMANT	01/18/2011												
RECEIVING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>SKIP HOP, INC.</td> </tr> <tr> <td>Street Address:</td> <td>50 West 23rd Street</td> </tr> <tr> <td>Internal Address:</td> <td>10th Floor</td> </tr> <tr> <td>City:</td> <td>New York</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10010</td> </tr> </table>		Name:	SKIP HOP, INC.	Street Address:	50 West 23rd Street	Internal Address:	10th Floor	City:	New York	State/Country:	NEW YORK	Postal Code:	10010
Name:	SKIP HOP, INC.												
Street Address:	50 West 23rd Street												
Internal Address:	10th Floor												
City:	New York												
State/Country:	NEW YORK												
Postal Code:	10010												
PROPERTY NUMBERS Total: 1													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Property Type</th> <th style="width: 70%;">Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29383188</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29383188								
Property Type	Number												
Application Number:	29383188												
CORRESPONDENCE DATA													
<p>Fax Number: (703)739-9577</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 7037394900</p> <p>Email: sprice@stites.com</p> <p>Correspondent Name: Stites & Harbison PLLC</p> <p>Address Line 1: 1199 North Fairfax Street</p> <p>Address Line 2: Suite 900</p> <p>Address Line 4: Alexandria, VIRGINIA 22314</p>													
ATTORNEY DOCKET NUMBER:	P10227US00/SJW												
NAME OF SUBMITTER:	Sheila M. Price												

OP \$40.00 29383188

501427096

PATENT
REEL: 025747 FRAME: 0143

Total Attachments: 2

source=P10227US00-Assign#page1.tif

source=P10227US00-Assign#page2.tif

PATENT

REEL: 025747 FRAME: 0144

ASSIGNMENT OF PATENT APPLICATION

(US and foreign rights - all rights assigned by inventors to a single assignee)

WHEREAS,

- 1) Eric PFEIFFER
- 2) Scot HERBST
- 3) Janet VILLANO
- 4) Ellen DIAMANT

residing respectively at

- 1) 211 Pelham Place, Oakland, CA 94611
- 2) 115 South 16th Street, San Jose, CA 95112
- 3) 91 Douglass Street #4, Brooklyn, NY 11231
- 4) 50 West 15th Street, New York, NY 10011

(hereinafter referred to as the "ASSIGNOR") has/have invented certain new and useful improvements in DUCK SHAPED BATH TOY

for which an application for a United States Patent

☒ was executed on even date herewith
was executed on
was filed on , as Application No.:

And WHEREAS, **SKIP HOP, INC.**

whose Post Office Address is 50 West 23rd Street, 10th Floor, New York, NY 10010

(hereinafter referred to as the "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said application and the invention(s) and improvement(s) therein disclosed, for the United States of America or other countries, and any Letters Patent which may issue therefor in the United States or other countries including all divisions, continuations, reissues, renewals and/or extensions thereof.

NOW THEREFORE in consideration of the sum of ten U.S. dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR does hereby assign, sell, transfer and set over unto the ASSIGNEE the entire right, title and interest in and to said application and the invention(s) and improvement(s) therein disclosed, for the United States of America or other countries, and any Letters Patent which may issue therefor in the United States or other countries and all divisions, continuations, reissues, renewals and/or extensions thereof, said ASSIGNEE to have and to hold the interests herein assigned to the full ends of the terms of said Letters Patent and any and all divisions, continuations, re-issues, renewals and/or extensions thereof, respectively, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this assignment not been made.

- 1 -

Stites & Harbison PLLC • 1199 North Fairfax Street • Suite 900 • Alexandria Virginia 22314

2226LT:1064:186642:1:ALEXANDRIA

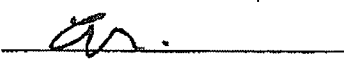
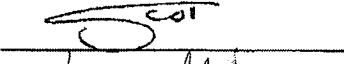
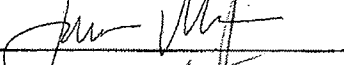

PATENT
REEL: 025747 FRAME: 0145

And for the consideration aforesaid, ASSIGNOR agrees that ASSIGNOR will communicate to said ASSIGNEE or the representatives thereof any facts known to ASSIGNOR respecting the invention(s) and improvement(s) of the said application(s), and will, upon request, but without expense to ASSIGNOR, testify in any legal proceedings, sign all lawful papers, execute all divisional, reissue, continuation, renewal and/or extension applications, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by said ASSIGNEE or by counsel for said ASSIGNEE, to assist or enable said ASSIGNEE to obtain and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the ASSIGNOR's heirs, executors, administrators, successors and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of the ASSIGNEE.

The Commissioner of Patents of the US is requested to issue such Letters Patent in accordance with this assignment.

I hereby authorize and request any attorney of record in said Application or any attorney of Stites & Harbison PLLC, Customer Nos. 881, 24350 or 32885, to insert above any information concerning the identity of the parties or of said Application (including the serial no. and filing date).

<u>NAME</u>	<u>SIGNATURE</u>	<u>DATE</u>
1) Eric PFEIFFER		1.18.11
2) Scot HERBST		1.18.11
3) Janet VILLANO		1-18-11
4) Ellen DIAMANT		1-18-11

- 2 -

Stites & Harbison PLLC • 1199 North Fairfax Street • Suite 900 • Alexandria Virginia 22314
2226LT:1064:186642:1:ALEXANDRIA