

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
John Hall	01/06/2011
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<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	29379832
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Total Attachments: 2 source=Assignment_1_as_Filed#page1.tif source=Assignment_1_as_Filed#page2.tif	

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**PATENT**  
**REEL: 025779 FRAME: 0090**

ASSIGNMENT

WHEREAS, I, John Hall, of 6 Helvetia Street, London, SE6 4EX, have invented a certain new, original and ornamental design for a CIGARETTE PACKAGING which is the subject of U.S. Design Patent Application No. 29/379,832, filed November 24, 2010; and


WHEREAS, Design Bridge Structure Limited, a company duly organized under the laws of England and Wales, and having its principal place of business at 38-42 Newport Street, Swindon, Wiltshire, SN1 3DR is desirous of acquiring an interest in, to and under said invention, said application and any and all Design Patents which may be granted for or upon said invention in the United States of America.

NOW, THEREFORE, to all whom it may concern be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, John Hall, have sold, assigned and transferred, and by these presents do sell, assign and transfer unto Design Bridge Structure Limited, the full and exclusive right, in, to and under the following:

- (a) said invention as fully set forth and described in U.S. Design Patent Application No. 29/379,832;
- (b) said application;
- (c) any and all refilings, divisions and continuations of said application;
- (d) any and all Design Patents of the United States of America which may issue from said application, refilings, divisions and continuations; and
- (e) any and all reissues of said Design Patents of the United States of America.

ALL of the above shall be held and enjoyed by Design Bridge Structure Limited, for its own use and behoof, and for its successors, legal representatives and assigns, to the full end of the term for which said Design Patents may be granted, and I do hereby authorize and request the Commissioner of Patents and Trademarks to issue said Design Patents in accordance with this Assignment.

Executed this 06 day of JANUARY, 2011.

  
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John Hall