

# 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>
Hoover Limited	03/15/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Electrolux Home Care Products, Inc.
<b>Street Address:</b>	20445 Emerald Parkway
<b>Internal Address:</b>	P.O Box 35920
<b>City:</b>	Cleveland
<b>State/Country:</b>	OHIO
<b>Postal Code:</b>	44135-0920
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Patent Number:	7356874
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<b>Total Attachments: 1</b> source=US7356874 assignment#page1.tif	

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**PATENT**  
**REEL: 025981 FRAME: 0006**

**ASSIGNMENT OF UNITED STATES PATENT NUMBER 7,356,874**

WHEREAS, Hoover Limited, having a place of business at Dragonparc, Abercanaid, Merthyr Tydfil, Mid Glamorgan, UK CF48 1PQ (hereinafter "Assignor"), is the owner of United States Patent Number 7,356,874 entitled **Vacuum Cleaner** ('the '874 Patent');

AND, WHEREAS, Electrolux Home Care Products, Inc., a Delaware corporation, having its registered office at 20445 Emerald Parkway, P.O. Box 35920, Cleveland, Ohio 44135-0920, USA (hereinafter "Assignee"), is desirous of acquiring Assignor's rights in the '874 Patent;

NOW, THEREFORE, in consideration of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto said Assignee, its successors, assigns and legal representatives, as of the date of signature below ("Effective Date"), its entire right, title and interest, in and throughout the United States of America and its territories and dependencies, in and to the '874 Patent, including, without limitation, any U.S. provisional filings or other U.S. applications upon which the '874 Patent is based, and further including any divisional, design, registration, renewal, substitute, continuing, continuation, continuation-in-part, reexamination, reissue or other U.S. application based in whole or in part on the '874 Patent; the aforementioned assignment from Assignor to Assignee includes all rights to enforce any enforceable rights arising from the '874 Patent, including the right to any relief in equity or at law, including the right to any past damages and any future damages;

AND Assignor hereby agrees to execute without further consideration any further documents and instruments which may be necessary, lawful and proper in the prosecution of the '874 Patent or in the preparation or prosecution of any continuing, substitute, divisional, renewal, reexamination or reissue application or in any amendments, extensions or interference proceedings, that may be necessary to secure to Assignee its interest and title in the aforementioned '874 Patent.

Assignor: **HOOVER LIMITED**


By: 

Name: Gianfranco Parma

Title: CEO HOOVER LTD

Date: 15 MARCH 2011

Witness:

By: 

Name: A. Bonaldi  
Director Hoover Ltd.