

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Randy M. GOODWIN	04/20/2011
Paul HAVLOVITZ	04/20/2011
Ryan R. BERGER	04/26/2011
Paul HSU	04/20/2011
Michael T. KOPCZEWSKI	04/26/2011
Timothy Michael MARTIN	04/28/2011
Jay F. PERKINS	04/26/2011

RECEIVING PARTY DATA

Name:	SMG Brands, Inc.
Street Address:	1105 North Market Street
Internal Address:	Suite 1300
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29386483

CORRESPONDENCE DATA

Fax Number: (202)778-2201
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2029551500
Email: patdcdocket@hunton.com
Correspondent Name: Hunton & Williams, LLP
Address Line 1: 1900 K Street, N.W.
Address Line 2: Suite 1200
Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

501521436

PATENT
REEL: 026229 FRAME: 0208

CH \$40.00 29386483

ATTORNEY DOCKET NUMBER:	54936.004370
NAME OF SUBMITTER:	Nicholas M. Mathews
Total Attachments: 8 source=4370assign#page1.tif source=4370assign#page2.tif source=4370assign#page3.tif source=4370assign#page4.tif source=4370assign#page5.tif source=4370assign#page6.tif source=4370assign#page7.tif source=4370assign#page8.tif	

ASSIGNMENT

WHEREAS, we, **Randy M. GOODWIN**, residing at 2436 Sundew Avenue, Grove City, OH, 43123, US; **Paul HAVLOVITZ**, residing at 8969 Sunningdale Lane, Dublin, OH, 43107, US; **Ryan R. BERGER**, residing at 76 E. Dominion Blvd., Columbus, OH, 43214, US; **Paul HSU**, residing at 287 Dovetail Drive, Lewis Center, OH, 43035, US; **Michael T. KOPCZEWSKI**, residing at 595 Scioto Meadows Blvd., Gove City, OH, 43123; **Timothy Michael MARTIN**, residing at 5965 Shadow Creek Drive, Westerville, OH, 43082, US; and **Jay F. PERKINS**, residing at 9661 Jeffrey Drive, Pickerington, OH, 43147, US, have invented certain new and useful improvements in and to the subject matter of:

AN APPLICATOR

AND, WHEREAS, **SMG Brands, Inc.**, a corporation organized under the laws of the State of **Delaware**, having a place of business located at **1105 North Market Street, Suite 1300, Wilmington, DE 19801** (hereinafter "ASSIGNEE"), is desirous of acquiring certain rights to the improvements and under the application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) or the equivalent thereof, and other good and valuable consideration, receipt of which is hereby acknowledged, we do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, my entire right, title and interest in and throughout the United States of America (including its territories and dependencies) and all countries foreign thereto in and to said improvements, said United States application, any other United States applications, including provisional, non-provisional, divisional, renewal, substitute, continuation, reexamination and reissue applications, based in whole or in part on said United States application or in whole or in part on said improvements, any foreign applications, including international and regional applications, based in whole or in part on any of the aforesaid United States applications or in whole or in part on said improvements, and in and to any and all letters patent, including extensions thereof, of any country which have been or may be granted on any of the aforesaid applications or on said improvements or any parts thereof;

AND we hereby authorize and request my agents, **Hunton & Williams LLP**, whose address is 1900 K Street, N.W., Suite 1200, Washington, DC 20006-1109, to insert hereon any identification necessary or desirable for recordation of this document;

AND we hereby agree for myself and my heirs, executors and administrators to execute without further consideration any further documents and instruments which may be necessary, lawful and proper in the prosecution of said above-referenced application or in the preparation or prosecution of any non-provisional, continuing, substitute, divisional, renewal, reexamination or reissue application or in any amendments, extensions or interference proceedings, or other applications for patents of any region or country, that may be necessary to secure to ASSIGNEE its interest and title in and to said improvements or any parts thereof, and in and to said several patents or any of them;

AND we hereby covenant for myself and my legal representatives, and agree with said ASSIGNEE, its successors and assigns, that we have granted no right or license to make, use,

sell or offer to sell said improvements, to anyone except said ASSIGNEE, that prior to the execution of this deed, my right, title and interest in said improvements had not been otherwise encumbered, and that we have not and will not execute any instrument in conflict therewith;

AND we do hereby authorize and request the Director of the United States Patent and Trademark Office to issue any and all letters patent which may be granted upon said United States applications, or upon said improvements or any parts thereof when granted, to said ASSIGNEE.

IN WITNESS WHEREOF, we have hereunto set our hand and seal.

4-20-2011
Date

Randy M. Goodwin
Randy M. GOODWIN

Witnessed by:

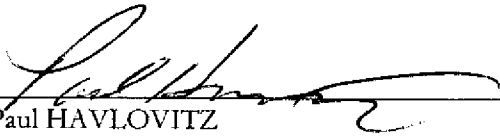
20 APR 2011
Date

Paul M. Havlovitz
Signature

PAUL HAVLOVITZ
Witness Name

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20 APR 11
Date


Paul HAVLOVITZ

Witnessed by:

4-20-2011
Date


Signature

RANDY M. GOODWIN
Witness Name

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26 APRIL 2011
Date

Ryan R. Berger
Ryan R. BERGER

Witnessed by:

26 April 2011
Date

Jay F. Perkins
Signature

Jay F. Perkins
Witness Name

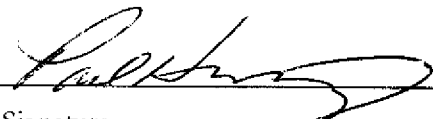
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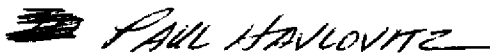
20 APRIL 2011
Date


Paul Hsu

Witnessed by:

20 APR 11
Date


Signature

 PAUL HAVLOVITZ
Witness Name

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26 April 2011
Date

Michael T. KOPCZEWSKI
Michael T. KOPCZEWSKI

Witnessed by:

26 April 2011
Date

Jay F. Perkins
Signature

JAY F. PERKINS

Witness Name

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4/28/11

Date



Timothy Michael MARTIN

Witnessed by:

Date

Signature

Witness Name

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26 April 2011
Date

Jay F. Perkins
Jay F. PERKINS

Witnessed by:

26 April 2011
Date

Michael T. Kopczewski
Signature

MICHAEL T. KOPCZEWSKI
Witness Name

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