

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jeneva Bell	06/14/2011
Sarah Prinsloo	06/14/2011
RECEIVING PARTY DATA	
Name:	Product Bliss, LLC
Street Address:	832 Coastal Beach Road
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State/Country:	NEVADA
Postal Code:	89002
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12699524
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NAME OF SUBMITTER:	Victor E. Libert
Total Attachments: 3 source=Assignment_PBL0002US#page1.tif source=Assignment_PBL0002US#page2.tif source=Assignment_PBL0002US#page3.tif	

OP \$40.00 12699524

ASSIGNMENT

WHEREAS, we, Jeneva Bell, residing at 135 S Reeves Drive, #B, Beverly Hills, California 90212; and Sarah Prinsloo, residing at 1500 Ocean Drive, Miami Beach, Florida 33139; (below referred to as "ASSIGNORS") are the inventors of an invention entitled "Rugs With A Mat Portion" for which an application for Letters Patent of the United States was filed on February 3, 2010, Serial Number 12/699,524, based on and claiming priority of provisional patent application Serial Number 61/252,859, filed October 19, 2006; and

WHEREAS, Product Bliss, LLC, (below referred to as "ASSIGNEE") a limited liability company of the State of Nevada, having a place of business at 832 Coastal Beach Road, Henderson, Nevada 89002, is desirous of obtaining the entire right, title and interest in and to the aforesaid invention and the aforesaid patent application describing it;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt, adequacy and sufficiency of which are acknowledged, ASSIGNORS hereby sell, assign and transfer to ASSIGNEE the full and exclusive right, title and interest in and to the aforesaid invention, the aforesaid U.S. provisional patent application and any and all derivative U.S. patent applications which claim priority of or are otherwise based on or derived therefrom (said provisional and derivative U.S. patent applications being sometimes collectively referred to below as "the aforesaid U.S. applications"), and any and all foreign patent applications claiming said invention or based on or claiming priority from the aforesaid U.S. applications or any of them, including any and all divisional, continuation, continuation-in-part, re-examination, reissue and comparable applications based on any of the aforesaid U.S. applications or on any of the aforesaid foreign patent applications, and any and all Letters Patent or comparable rights issuing thereon in the United States and in all foreign countries, together with all rights of priority based on the filing of any of the aforesaid U.S. applications arising under the International Convention for the Protection of Industrial Property and any and all other international agreements to which the United States of America adheres, and we hereby authorize and request the Director of the United States Patents and Trademark Office, the U.S. Commissioner of Patents, and officials of any international organization and any country or countries foreign to the United States whose duty it is to issue patents or comparable rights on patent applications as aforesaid, to issue all Letters Patent or comparable rights for said invention issuing on any application as aforesaid to ASSIGNEE or to the successors, assigns or legal representatives, if any, of ASSIGNEE.

needed for the filing and prosecution of the aforesaid U.S. and foreign patent applications and granting of Letters Patent or comparable rights thereon, and further to supply to ASSIGNEE all facts and evidence known to them relating to said invention and the history and development thereof, to testify in all interferences, suits, and other legal proceedings, and generally to do everything rightful which ASSIGNEE shall consider desirable for aiding in securing, maintaining, and enforcing proper patent protection for said invention and for the perfecting of title thereto in ASSIGNEE.

ASSIGNORS further covenant that they have the lawful right to assign the interest in said invention in the manner and form as herein expressed and that the interests herein conveyed are free from prior assignment, grant, mortgage, license or other encumbrance whatsoever.

This assignment is executed by the respective ASSIGNORS on the date or dates indicated below opposite their respective signatures..

6/14, 2011
Date

Jeneva Bell
Name: Jeneva Bell

^{NV}
State of ~~California~~)
)ss.:
County of Clark)

On this 14th day of June, 2011, before me, a Notary Public in and for the State and County aforesaid, personally appeared Jeneva Bell, known or satisfactorily proven to me to be the person of whose name is subscribed to this instrument, who acknowledged that she executed the same for the purposes therein contained.

June 14, 2011
Date

Brandy M. Fitzwater
Notary Public
My Commission Expires: 11/1/2014



