

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Tim COLLINS	06/27/2011
RECEIVING PARTY DATA	
Name:	Imperial Tobacco Limited
Street Address:	Upton Road
Internal Address:	P.O. Box 244
City:	Bristol, Great Britain
State/Country:	UNITED KINGDOM
Postal Code:	BS99 7UJ
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29392292
CORRESPONDENCE DATA	
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NAME OF SUBMITTER:	Michael J. Keenan
Total Attachments: 1 source=35-332ASSNMT#page1.tif	

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REEL: 026668 FRAME: 0015

ASSIGNMENT FOR PATENT APPLICATION
(U.S. RIGHTS ONLY)

WHEREAS, Tim Collins of c/o path design, 3 Northfields Prospect, Northfields, London SW18 1PE, Great Britain, (hereinafter ASSIGNOR), has made an invention entitled CIGARETTE PACK for which a so-entitled application for Letters Patent of the United States is being concurrently executed herewith; was filed in the United States Patent and Trademark Office on May 19, 2011 under Serial No. 29/392,292;

WHEREAS, Imperial Tobacco Limited (hereinafter ASSIGNEE), a corporation of the Country of Great Britain, having an office and place of business at Upton Road, P.O. Box 244, Bristol BS99 7UJ, Great Britain is desirous of acquiring an interest therein;

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR by these presents hereby sells, assigns, and transfers unto the said ASSIGNEE, its successors, assigns, and legal representatives, ASSIGNOR's entire right, title and interest in the United States of America as defined in 35 U.S.C. § 100, in and to the invention as described in the aforesaid application and to the said application and to all subsequent applications based thereon including any and all continuations, divisions, reissues, and substitutes of said application, and all resulting patents, and the ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns, and legal representatives. It is understood and agreed that ASSIGNEE's attorneys Nixon & Vanderheye P.C. have represented only ASSIGNEE and will continue to represent only ASSIGNEE with respect to this invention;

ASSIGNOR hereby agrees to transfer a like interest upon request of said ASSIGNEE, its successors, assigns, and legal representatives, and without further remuneration, in and to any improvements, and applications for patents based thereon, growing out of or related to the said invention;

ASSIGNOR hereby agrees to execute any papers by ASSIGNEE, its successors, assigns, and legal representatives, deemed essential to ASSIGNEE's full protection and title in and to the invention hereby transferred.

AGREED and executed as noted below:

27th June 2011
Date

T.P. Collins
Tim Collins