

PATENT ASSIGNMENT


Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Arthur Scott Pearson	08/01/2011
RECEIVING PARTY DATA	
Name:	Sweda Company, LLC
Street Address:	17411 Valley Blvd.
City:	City of Industry
State/Country:	CALIFORNIA
Postal Code:	91744
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29399087
CORRESPONDENCE DATA	
Fax Number:	(714)825-0558
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	7148250555
Email:	law@clemcheng.com
Correspondent Name:	Clement Cheng
Address Line 1:	17220 Newhope St. Ste 127
Address Line 4:	Fountain Valley, CALIFORNIA 92708
NAME OF SUBMITTER:	Clement Cheng
Total Attachments: 2 source=assign_rec1_8-9-11#page1.tif source=assign_rec2_8-9-11#page1.tif	

OP \$40.00 29399087

RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies) Arthur Scott Pearson Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		2. Name and address of receiving party(ies) Name: <u>Sweda Company, LLC</u> Internal Address: _____ Street Address: <u>17411 Valley Blvd.</u> City: <u>City of Industry</u> State: <u>CA</u> Country: <u>USA</u> Zip: <u>91744</u> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
3. Nature of conveyance/Execution Date(s): Execution Date(s) <u>8-1-2011</u> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input type="checkbox"/> Other _____		4. Application or patent number(s): <input checked="" type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s) <u>29/399,087</u> B. Patent No.(s) Additional numbers attached? <input type="checkbox"/> Yes <input type="checkbox"/> No	
5. Name and address to whom correspondence concerning document should be mailed: Name: <u>Clement Cheng</u> Internal Address: _____ Street Address: <u>17220 Newhope St. #127</u> City: <u>Fountain Valley</u> State: <u>CA</u> Zip: <u>92708</u> Phone Number: <u>7148250555</u> Fax Number: <u>7148250558</u> Email Address: <u>law@clemcheng.com</u>		6. Total number of applications and patents involved: <u>1</u> 7. Total fee (37 CFR 1.21(h) & 3.41) \$ <u>40.00</u> <input type="checkbox"/> Authorized to be charged to deposit account <input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title)	
9. Signature:  _____ Signature Clement Cheng Name of Person Signing		8. Payment Information Deposit Account Number _____ Authorized User Name _____ 8-9-2011 Date Total number of pages including cover sheet, attachments, and documents: <input type="checkbox"/>	

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

ASSIGNMENT OF PATENT

WHEREAS, I, Mr. Arthur Scott Pearson of California, hereinafter referred to as inventor, invented the London Fog umbrella handle; and

WHEREAS, I assign the invention to ASSIGNEE according to my employment agreement to assignee,

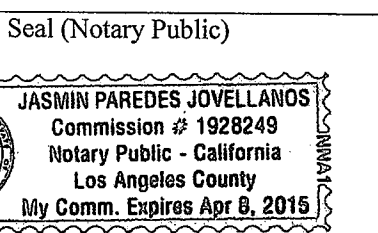
Sweda Company, LLC (CA LLC# 199815610040) a Delaware LLC
17411 Valley Blvd.
City of Industry, California 91744

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I, hereby sell, assign and transfer to ASSIGNEE, the full and exclusive right, title and interest in and to said invention, patent application and patent rights throughout the world, including foreign patent priority rights, the right to file and prosecute international applications, under the Patent Cooperation Treaty or otherwise, and the right to file and prosecute applications under the European Patent Convention; said invention, application and letters patent in this or any foreign country, and all divisions, continuations, reissues and extensions thereof, to be held and enjoyed by ASSIGNEE, for its own use and benefit, and for its successors and assigns to the full end of the term for which letters patent may be granted in this or any foreign country, as fully and entirely as the same would have been held by me had this assignment and sale not been made, and covenant that I have full right so to do, and agree that I will communicate to ASSIGNEE, or its successors and assigns, any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths, and do everything possible to aid ASSIGNEE, its successors and assigns to obtain and enforce proper patent protection for said invention in this or any foreign country.

Assignor Mr. Arthur Scott Pearson: [Handwritten Signature]

Assignee Sweda Company, LLC: _____

Executed this 1st day of AUGUST, 2010,
State of California)
County of Los Angeles)



[Handwritten Signature] Notary Public

Acknowledgment: State of California, County of Los Angeles
On 8/1/11 (date), before me, Jasmin Paredes (Notary), personally appeared Mr. Arthur Scott Pearson, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the above instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted executed the instrument.
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.
WITNESS my hand and official seal.