

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Kit R. Morris	04/01/2010
Sunny Kim	04/14/2010
Matthew Grossman	04/01/2010
RECEIVING PARTY DATA	
Name:	DE Creative Services, LLC
Street Address:	1201 Spyglass Drive , Suite 100
City:	Austin
State/Country:	TEXAS
Postal Code:	78746
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29357241
CORRESPONDENCE DATA	
Fax Number:	(262)260-4253
Phone:	2622604975
Email:	AMSieker@scj.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	S.C. Johnson & Son, Inc.
Address Line 1:	1525 Howe St.
Address Line 2:	MS 077
Address Line 4:	Racine, WISCONSIN 53403
ATTORNEY DOCKET NUMBER:	J-5171D1
NAME OF SUBMITTER:	Amanda M. Sieker
Total Attachments: 4 source=29357241DE#page1.tif source=29357241DE#page2.tif source=29357241DE#page3.tif source=29357241DE#page4.tif	

CH \$40.00 29357241

ASSIGNMENT

WHEREAS, we, Kit R. Morris, Sunny Kim and Matthew Grossman, (below referred to as ASSIGNORS), residing, respectively, as set forth hereinafter, have made an invention for which application for Letters Patent of the United States was filed in the United States Patent and Trademark Office as Application Serial No. 29/357,241, filed March 9, 2010, naming the ASSIGNORS as inventors, and entitled Scent Module; and

WHEREAS, DE Creative Services, LLC, a corporation duly organized and existing under the laws of Texas, and having its principal office and place of business at 1201 Spyglass Drive, Suite 100, Austin, TX 78746 (below referred to as "ASSIGNEE") is desirous of obtaining the entire right, title and interest in and to the aforesaid invention and patent application corresponding patent rights worldwide;

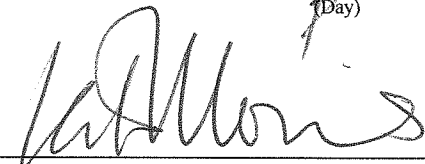
NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS, by these presents do sell, assign and transfer to ASSIGNEE, the full and exclusive right, title and interest in and to the aforesaid invention, the aforesaid U.S. and all corresponding foreign patent applications, all divisional, continuation, continuation-in-part, reissue and reexamination applications of the aforesaid U.S. application, and all Letters Patent or comparable rights issuing thereon in the United States and in all foreign countries together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and the ASSIGNORS hereby authorize and request the U.S. Commissioner of Patent and Trademarks and all foreign Patent offices to issue all Letters Patent or comparable rights issuing on any application as aforesaid to ASSIGNEE, or to its successors, assigns or legal representatives;

ASSIGNORS hereby covenant that ASSIGNORS have full right to convey the entire interest herein assigned, and that ASSIGNORS have not executed, and will not execute, any agreement in conflict herewith;

ASSIGNORS agree to communicate to ASSIGNEE or to its successors, assigns or legal representatives any and all facts known to them or any of them respecting said invention, and without further remuneration to testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and reexamination applications, make all rightful oaths and generally do all lawful acts to aid ASSIGNEE or its successors, assigns or legal representatives to obtain and enforce proper patent protection for said invention in all countries and to enhance or perfect ASSIGNEE's title in and to the invention and patent rights therein.

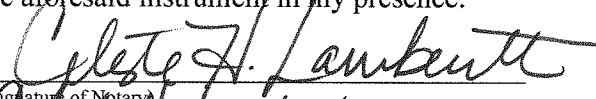
ASSIGNORS hereby authorize attorneys for ASSIGNEE to enter on this document any applicable serial numbers and filing dates after ASSIGNORS' execution of this document.

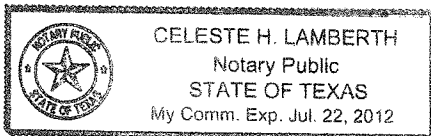
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this ^{KRM} ~~15th~~ ^{1st} day of April, 2010.
(Month)


(Signature of Inventor)
Kit R. Morris
(Typed/Printed Name of Inventor)
308 W. Johanna St.
(Residential Address)
Austin, TX 78704
(City, State, Zip)


State of Texas)
County of Travis)

On this 1st day of April, 2010, before me, a Notary Public in and for the State and County aforesaid, personally appeared the above signatory, known to me to be the person of that name, who executed the aforesaid instrument in my presence.


(Signature of Notary)
Celeste H. Lambert, Notary Public
(Print Name of Notary)
My commission expires: 7/22/2012

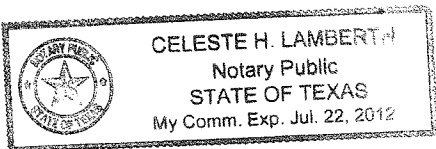


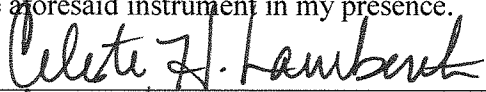
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 14th day
of April, 2010.
(Month)


(Signature of Inventor)
Sunny Kim
(Typed/Printed Name of Inventor)
4600 Monterey Oaks Blvd. Apt. 112
(Residential Address)
Austin, TX 78749
(City, State, Zip)

State of Texas)
County of Travis)

On this 14th day of April, 2010, before me, a Notary Public in
(Day) (Month)
and for the State and County aforesaid, personally appeared the above signatory, known to me
to be the person of that name, who executed the aforesaid instrument in my presence.



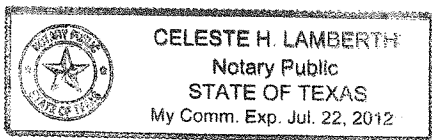

(Signature of Notary)
Celeste H. Lambert, Notary Public
(Print Name of Notary)
My commission expires: 7/22/2012

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 1st day
of APRIL, 2010.
(Month)

Matthew Grossman
(Signature of Inventor)
Matthew Grossman
(Typed/Printed Name of Inventor)
7306 Crepe Myrtle Drive
(Residential Address)
Austin, TX 78744
(City, State, Zip)

State of Texas)
County of TRAVIS)

On this 1st day of April, 2010, before me, a Notary Public in
(Day) (Month)
and for the State and County aforesaid, personally appeared the above signatory, known to me
to be the person of that name, who executed the aforesaid instrument in my presence.



Celeste H. Lamberth
(Signature of Notary)
Celeste H. Lamberth, Notary Public
(Print Name of Notary)
My commission expires: 7/22/2012