

9/13/11

09/20/2011



EET

To the Honorable Commissioner  
of Patents and Trademarks  
P.O. Box 1450  
Alexandria, VA 22313

103633025

U.S. PTO  
13/199901  
09/13/2011

Please record the attached original documents or copy thereof.

**1. Name of conveying party(ies):**

William Fred Pierce  
Tony James Latiolais

**2. Name and address of receiving party(ies):**

Name: Rac'em Bac, L.L.C.

Street Address: P.O. Box 278

Additional name(s) of conveying party(ies) attached?

Yes x No

City: DeQuincy State: LA Zip: 70633

**3. Nature of conveyance:**

X Assignment

Execution Date: September 8, 2011

Country: U.S.A.

Additional name(s) & address(es) attached?

Yes x No

**4. Application number(s) or patent numbers(s):**

If this document is being filed together with a new application, the execution date of the application is: September 8, 2011.

**A. Patent Application No.(s)**

**B. Patent No.(s)**

13/199/901

Additional numbers attached? Yes x No

**5. Name and address of party to whom  
correspondence concerning document should be  
mailed:**

Name: Thomas S. Keaty

Street Address: Keaty Law Firm, LLC

365 Canal St., Suite 2410

City: New Orleans State: LA ZIP: 70130

**6. Total number of applications and patents  
involved: 1**

**7. Total fee (37 CFR 3.41) \$ 40.00**

Enclosed

x Authorized to be charged to deposit account

**8. Deposit account number: 11-0260**

(Attach duplicate copy of this page if paying by deposit  
account)

DO NOT USE THIS SPACE

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40.00 DA

**9. Statement of signature.**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Thomas S. Keaty

Name of Person Signing

Signature

9/12/11  
Date

Total number of pages comprising cover sheet: 1

**PATENT**

**REEL: 027062 FRAME: 0786**

## ASSIGNMENT

**WHEREAS**, We, William Fred Pierce, a citizen of the United States of America, having a postal address of P.O. Box 278, DeQuincy, Louisiana 70633, and Tony James Latiolais, a citizen of the United States of America, having a postal address of 4607 Bridge Street Highway, St. Martinville, Louisiana 70582 (hereinafter "Inventors") having made an invention entitled "Scent Dispersing Apparatus", (as described in the Keaty Law Firm file, Docket Number P11-3022) with the intent to apply for Letters Patent of the United States of America based thereon;

**WHEREAS**, Rac'em Bac, L.L.C. (hereinafter "Assignee") is desirous to practice this invention;

**NOW, THEREFORE**, for other good and valuable consideration, receipt of which is acknowledged, we have agreed to assign and transfer unto the Assignee and do hereby assign unto Assignee, having an address of P.O. Box 278, DeQuincy, Louisiana 70633, its successors and assigns, the entire right, title and interest in any rights we may have involving the invention, and in and to any division, continuation or continuation-in-part, of said application, and in and to any and all Letters Patent and reissues and extensions thereof, of the United States of America and countries foreign thereto (including the right to apply for Letters Patent in foreign countries in its own name and to claim any priority rights for such foreign applications to which such applications are entitled under international conventions, treaties, or otherwise), which have been or may be granted on any of the foregoing to be held and enjoyed as fully and exclusively as they would have been by us had this assignment and transfer not been made;


We do further agree for ourselves and for our heirs, executors and administrators, to execute and deliver without further consideration any further applications, assignments and documents, and to perform such other acts as we lawfully may, that may be deemed necessary by Assignee, its

successors, assigns, and nominees, fully to secure its interest as aforesaid and to obtain or maintain Letters Patent in any and all countries;

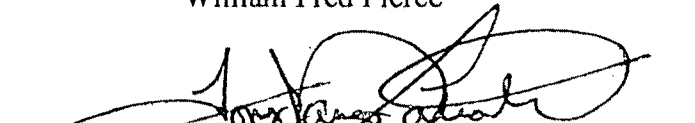
And we do hereby authorize and request the Commissioner of Patents to issue any and all Letters Patent which may be granted upon any of the said applications, to Assignee, as the assignee of the entire interest therein.

In witness whereof, we have hereunto signed our names on the day and year set forth below.

9-8-11  
Date

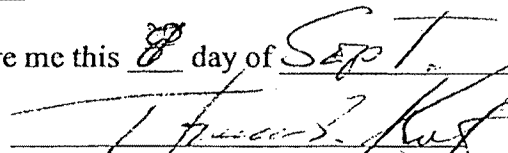
  
William Fred Pierce

9-8-11  
Date

  
Tony James Latiolais

STATE OF LOUISIANA  
PARISH OF Lafayette

Sworn to and subscribed before me this 8 day of Sept, 2011.

  
NOTARY PUBLIC