

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Dominic Symons | 11/02/2011 |
| RECEIVING PARTY DATA | |
| Name: | Bluelounge Pte. Ltd |
| Street Address: | 8 Wilkie Road |
| Internal Address: | #03-01 |
| City: | Wilkie Edge |
| State/Country: | SINGAPORE |
| Postal Code: | 228095 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Patent Number: | D648685 |
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| NAME OF SUBMITTER: | Marc E. Hankin |
| Total Attachments: 2 source=Patent Signed Assignment- Apparatus 685#page1.tif source=Patent Signed Assignment- Apparatus 685#page2.tif | |

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PATENT
REEL: 027358 FRAME: 0651

ASSIGNMENT

THIS ASSIGNMENT is made and entered effective as of November 2, 2011.

WHEREAS, Dominic Symons, an individual located at 32 South Raymond Avenue, Suite 9, Pasadena, CA 91105 (referred to as "Assignor"), believes itself to be the record owner of the invention as disclosed and claimed in the United States Letters Patent issued on November 15, 2011, Patent number D648,685, for a new and useful APPARATUS FOR MANAGING POWER CORDS AND CABLES;

WHEREAS, Bluelounge Pte. Ltd, a Singapore corporation, having a place of business at 8 Wilkie Road, #03-01, Wilkie Edge, Singapore, 228095 (hereinafter "Assignee"), desires to acquire by formal, recordable assignment, the entire right, title, and interest in and to the invention, the applications, and any Letters Patent that might be granted for the invention in the United States;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, and transferred, and by these present does hereby sell, assign, and transfer, unto Assignee, the entire right, title, and interest in and to the invention, the applications, and any Letters Patent that might be granted for the invention in the United States and throughout the world, including the right to file any future patent applications, foreign or domestic, directly in the name of Assignee and to claim for any such future Patent applications any priority rights to which such future applications are entitled under international conventions, treaties, or otherwise.

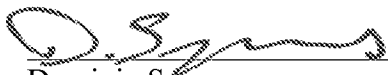
Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, it and its legal representatives and assigns will perform all lawful acts, including the execution of papers and the giving of testimony, that might be necessary or desirable for obtaining, sustaining, reissuing, or enforcing Letters Patent in the United States and throughout the world for the invention, and for perfecting, recording or maintaining the title of Assignee, its successors and assigns, to the invention, the applications, and any Letters Patent granted for the invention in the United States and throughout the world. In addition, Assignor does hereby make, constitute, and appoint Assignee, or any officer or agent of Assignee, as Assignor's true and lawful attorney-in-fact, with power of substitution, to enforce every such contract, permit, license, claim, demand or right, with respect to the Assigned Patent, and to do any and all things necessary to be done as fully and effectually as Assignor

might or could do, and hereby ratify all that said attorney-in-fact shall lawfully do or cause to be done by virtue hereof. This power of attorney shall be irrevocable.

Assignor represents and warrants that it has not granted and will not grant to others any rights inconsistent with the rights granted by this Assignment. Assignor further represents and warrants that it does not know of any improvements to the invention, other than what has been disclosed in the applications and/or has been communicated to the patent attorney(s) prosecuting said applications. Assignor has not filed any other patents relating in any way to the Assigned Applications and agrees not to do so.

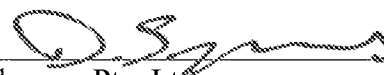
Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and of all foreign countries to issue any Letters Patent granted for the invention, whether on the applications or on any subsequently filed division, continuation, continuation-in-part, or reissue application, to Assignee, or its successors or assigns, as the assignee of the entire interest in the invention.

Assignor



Dominic Symons
By: Dominic Symons

Assignee



Bluelounge Pte. Ltd
By: Dominic Symons
Title: CEO