

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Mr Richard Shaw	11/04/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Mamas & Papas (Holdings) Limited
<b>Street Address:</b>	Colne Bridge Road
<b>Internal Address:</b>	Huddersfield
<b>City:</b>	West Yorkshire
<b>State/Country:</b>	UNITED KINGDOM
<b>Postal Code:</b>	HD5 0RH
<b>PROPERTY NUMBERS Total: 6</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29365166
Application Number:	29365169
Application Number:	29365170
Application Number:	29365162
Application Number:	29365163
Application Number:	29387615
<b>CORRESPONDENCE DATA</b>	
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
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**OP \$240.00 29365166**

ATTORNEY DOCKET NUMBER:	383.26(US)
NAME OF SUBMITTER:	Robert L. Powley
Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif	

## ASSIGNMENT

WHEREAS, I, Richard Shaw (the "Assignor"), a citizen of the United Kingdom residing in Manchester, United Kingdom, have invented certain new and useful improvements (the "Inventions") described in the United States Letters Patents and/or applications therefor specified in Schedule A attached hereto; and

WHEREAS, Mamas & Papas (Holdings) Limited (the "Assignee"), a corporation organized and existing under the laws of the United Kingdom and located at Colne Bridge Road, Huddersfield, West Yorkshire, United Kingdom HD5 0RH, is desirous of acquiring the entire right, title and interest in and to the Inventions and all United States Letters Patents and applications therefor specified in Schedule A attached hereto, and any and all similar legal protection, foreign or domestic, to be obtained therefor;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), or the equivalent thereof, and other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, I hereby transfer to Assignee, its successors and assigns, the entire right, title and interest in and for the United States of America, and in and to any application in any foreign country based thereon, in and to the Inventions described in all United States Letters Patents and applications therefor specified in Schedule A, and all divisions, reissues, continuations and extensions thereof, including any foreign counterpart thereof, said interest being the entire ownership of the Letters Patents when granted, to be held and enjoyed by Assignee, its successors, assigns or other legal representatives, to the full end of the term for which the Letters Patent may be granted, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made; and I authorize the Commissioner of Patents and Trademarks of the United States or foreign equivalent thereof to issue the Letters Patent or similar legal protection to Assignee.

I authorize Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent or similar legal protection on the Inventions described in all United States Letters Patents and applications therefor specified in Schedule A, in its own name if desired, in any and all foreign countries.

I represent to Assignee, its successors and assigns, that I have not and shall not execute any writing or do any act whatsoever conflicting with this Assignment. I, my executors or administrators, will at any time upon request, without additional consideration, but at the expense of Assignee, its successors and assigns, execute such additional writings and do such additional acts as Assignee, its successors and assigns, may deem desirable to perfect its enjoyment of this grant, and render all assistance in making application for and obtaining, maintaining, and enforcing the Letters Patent or similar legal protection in any and all countries on the Inventions described in all United States Letters Patents and applications therefor specified in Schedule A.

Dated: 11/4/11

RS6  
Richard Shaw

Dated: 11/4/11

(Bontock)  
Witness

**SCHEDULE A**

<b>U.S. Ser. No.</b>	<b>Filing Date</b>	<b>U.S. Pat. No.</b>	<b>Title</b>
29/365,162	2010-07-04	N/A	Frame With Seat And Head Support For Infant
29/365,163	2010-07-04	N/A	Frame With Seat, Head Support And Kickpad For Infant
29/365,166	2010-07-04	N/A	Toy
29/365,169	2010-07-04	N/A	Toy
29/365,170	2010-07-04	N/A	Toy
29/387,615	2011-03-15	N/A	Chair With Tray For Infant