501770901 12/29/2011

PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Ron Meritt	12/12/2011

RECEIVING PARTY DATA

Name:	East 2 West LLC
Street Address:	PO Box 251411, Los Angeles
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90025

PROPERTY NUMBERS Total: 1

Property Type	Number	
Application Number:	13334064	

CORRESPONDENCE DATA

 Fax Number:
 (888)388-6582

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 (888)388-6609

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 info@ckc-ip.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

via US Mail.

Correspondent Name: CKC & Partners Co., Ltd.

Address Line 1: 12th Floor, Ruttonjee House 11 Duddell

Address Line 2: Street

Address Line 4: Hong Kong, HONG KONG

ATTORNEY DOCKET NUMBER:	TWT02032/US
NAME OF SUBMITTER:	James Lynn O'Sullivan

Total Attachments: 2

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PATENT REEL: 027455 FRAME: 0463 \$40.00 133340

ASSIGNMENT

This assignment agreement is applicable to an invention entitled (Invention 1:11e)				
COOKING TIME MEASURING SCALE				
The PATENT RIGHTS referred to in this agreement are:				
(check one) ⊠a patent application for this invention, executed by the ASSIGNOR(S)				
concurrently with this assignment.				
U.S. patent application Serial No,filed				
a U.S. patent application based on PCT International Application				
Nofiled on (date)(U.S. patent application				
Serial No, if known).				
U.S. patent No, issued				
The PATENT RIGHTS also include all divisions, reissues, continuations and extensions of				
the patents and patent applications identified above.				
The PATENT RIGHTS assigned under this agreement are:				
(check one) ⊠U.S. patent rights only.				
Worldwide patent rights. In this case, the assignee shall have the right to				
claim the benefit of the filing date of any U.S. or foreign patent application				
for this invention.				
The ASSIGNOR(S) referred to in this agreement is (or are) the inventor(s) whose signatures				
appear on page 2 of this Assignment and any Supplemental Sheet(s).				
The ASSIGNEE referred to in this agreement is:				
(Name of Assignee) East 2 West LLC				
(Address) PO Box 251411, Los Angeles, CA 90025,U.S.A.				
The ASSIGNEE is:				
(check one)[[]An individual.				
A Partnership.				
[](other)				
The ASSIGNOR(S), in consideration of \$10.00 paid by the ASSIGNEE, and other good and				
valuable consideration, receipt of which is acknowledged, hereby assign(s) the following				
rights to the ASSIGNEE, its successors and assigns:				
the full and exclusive right to the invention;				
the entire right, title and interest in and to the PATENT RIGHTS;				
the right to sue and recover for any past infringement; and				
the right to claim priority under 35 USC 119, 35 USC 120, or any other applicable				
provisions, based on any earlier patent applications for this invention.				

PATENT REEL: 027455 FRAME: 0464

RECORDED: 12/29/2011

THIS IS PAGE 2 OF AN ASSIGNMENT FROM THE INVENTOR(S) TO	
ASSIGNEE: East 2 West LLC	
INVENTION TITLE: COOKING TIME MEASURING SCALE	

As to all U.S. patent applications assigned under this agreement, the ASSIGNOR(S) hereby authorize(s) and request(s) the Commissioner of Patents and Trademark to issue all Letters Patent to the ASSIGNEE as the assignee of the entire right, title and interest, for the sole use and enjoyment of said ASSIGNEE, its successors and assigns.

Further, the ASSIGNOR(S) agree(s) to communicate to said ASSIGNEE, or its representatives, any fact known to the ASSIGNOR(S) with respect to said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute, renewal, reexamination and reissue applications, execute all necessary assignment papers to cause and all Letter Patent to be issued to said ASSIGNEE, make all rightful oaths and generally do everything necessary or desirable to aid said ASSIGNEE, its successors and assigns, to obtain and enforce proper protection for said invention.

The ASSIGNOR(S) authorize(s) the attorneys and agents who have the power of attorney in this application to check any appropriate boxes and to insert the Serial Number and filing date in this document after it has been executed.

Ron Meritt	Eon Mal	Dec. 12, 2011
Name of sole or first inventor	Signature	Date
Name of second inventor, if any	Signature	Date
Name of third inventor, if any	Signature	Date
Name of fourth inventor, if any	Signature	Date
Name of fifth inventor, if any	Signature	Date
Name of sixth inventor, if any	Signature	Date

PATENT REEL: 027455 FRAME: 0465