

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Diana Jenkins	05/11/2010
RECEIVING PARTY DATA	
Name:	NeuroBrands, LLC
Street Address:	501 Santa Monica Boulevard, 2nd Floor
City:	Santa Monica
State/Country:	CALIFORNIA
Postal Code:	90401
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	D624412
CORRESPONDENCE DATA	
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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>	
Correspondent Name:	Steve P Hassid
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NAME OF SUBMITTER:	Steve P. Hassid
Total Attachments: 2 source=Assignment Bottle Cap Design 29344916#page1.tif source=Assignment Bottle Cap Design 29344916#page2.tif	

OP \$40.00 D624412

ASSIGNMENT

WHEREAS, I, DIANA JENKINS, with an address at 2000 Avenue of the Stars, Third Floor, North Tower, Los Angeles, California 90067, the undersigned inventor and the ASSIGNOR herein, have invented an ornamental design for a BOTTLE CAP, for which an application for Letters Patent was filed October 6, 2009 and assigned U.S. Application Serial Number 29/344,916; and

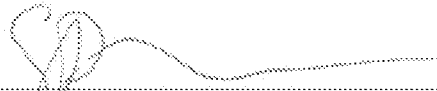
WHEREAS, NEUROBRANDS LLC, a limited liability company organized and existing under the laws of the State of California, having a place of business at 2000 Avenue of the Stars, Third Floor, North Tower, Los Angeles, California 90067, the ASSIGNEE herein, desires to document its ownership of the entire right, title and interest in and to said invention, application and Letters Patent to be granted and issued thereon;

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) by the ASSIGNEE to me paid, and other valuable consideration, the receipt and legal sufficiency of all of which is hereby acknowledged, I, the said ASSIGNOR, acknowledge that I have transferred and do hereby sell, assign, transfer and set over unto said ASSIGNEE, its successors and assigns, the entire right, title and interest in and to said invention and all improvements thereon, in and to said application for Letters Patent thereon, in and to applications pertaining to or based upon said invention and application, including divisional and continuing applications and continuations-in-part, and in and to any and all Letters Patent which may be granted and issued on said invention and application, or any of them, not only for, to and in the United States of America, its territories and possessions, but for, to and in all countries foreign thereto, together with and including all priority rights based upon any and all applications in the United States of America covered by this Assignment.

I do hereby acknowledge that I have agreed, and do hereby agree, that I will, at the request of said ASSIGNEE, execute any and all applications for Letters Patent for said inventions and any and all other papers and documents and do all other and further lawful acts that said ASSIGNEE may deem necessary or desirable to obtain Letters Patent on said inventions, to secure the grant of such Letters Patent and to perfect and vest in the ASSIGNEE the entire right, title and interest in the inventions, applications and Letters Patent.

And for the above-named considerations, I do hereby authorize and empower the ASSIGNEE, its successors and assigns, to apply for and obtain, in its or their own names, Letters Patent for the said invention before competent International Authorities and in any and all countries foreign to the United States in which applications for Letters Patent can be so made or Letters Patent so obtained.

Dated: May 11, 2010


DIANA JENKINS