

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Diane Bitaraf</td> <td>02/27/2012</td> </tr> <tr> <td>Buckley Barlow</td> <td>02/27/2012</td> </tr> <tr> <td>Travis Dowdell</td> <td>02/27/2012</td> </tr> </tbody> </table>		Name	Execution Date	Diane Bitaraf	02/27/2012	Buckley Barlow	02/27/2012	Travis Dowdell	02/27/2012		
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Riiviva, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>4660 La Jolla Village Drive, Suite 500</td> </tr> <tr> <td>City:</td> <td>San Diego</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>92122</td> </tr> </table>		Name:	Riiviva, Inc.	Street Address:	4660 La Jolla Village Drive, Suite 500	City:	San Diego	State/Country:	CALIFORNIA	Postal Code:	92122
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: (801)566-0750 Phone: 801-566-6633 Email: andrea.phillips@tnw.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Erik S. Ericksen Address Line 1: 8180 S. 700 E., Suite 350 Address Line 4: Sandy, UTAH 84070</p>											
ATTORNEY DOCKET NUMBER:	3442-006.DES										
NAME OF SUBMITTER:	Erik S. Ericksen										
Total Attachments: 5 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment#page4.tif source=Assignment#page5.tif											

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WHEN RECORDED RETURN TO:

Erik S. Ericksen, M.S.
THORPE NORTH & WESTERN, LLP
P.O. BOX 1219
SANDY, UTAH 84091-1219

ATTORNEY DOCKET NO. 3442-006.DES
Serial No. 29/414,458

ASSIGNMENT

WHEREAS, we, Diane Bitaraf resident of the State of Utah, whose postal mailing address is 441 N. 700 East, Orem, UT 84059, Buckley Barlow resident of the State of Utah, whose postal mailing address is 4525 S. 2300 E., Holladay, Utah 84117, and Travis Dowdell resident of the State of UT, whose postal mailing address is 4525 S. 2300 E., HOLLADAY, UT, (hereinafter "Assignors") have invented a certain new and useful improvement in a **HANDHELD MICRODERMABRASION DEVICE** for which an application for United States Design Letters Patent is being filed concurrently herewith OR which was filed on 02/28/2012 as THORPE NORTH & WESTERN L.L.P. Docket No. 3442-006.DES, and given U.S. Design Patent Application Serial No. 29/414,458; (Thorpe North & Western, LLP is hereby authorized to insert the specified data, when known) and;

WHEREAS, Riiviva, Inc., a Corporation organized and existing under the laws of the State of Nevada, having a business address of 4660 La Jolla Village Drive, Suite 500, San Diego, California 92122 (hereinafter AAssignee@), is desirous of acquiring Assignor's entire right, title, and interest in the same;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to us by the Assignee, the receipt and sufficiency whereof is hereby acknowledged, we the said Assignors, hereby grant and assign unto the said Assignee, our entire right, title and interest in said invention and in all design patent applications based thereon, including but not limited to the above identified United States Design Patent Application and in all provisionals, divisions, continuations, and continuations-in-part of said application, or


reissues or extensions of Design Letters Patent or Design Patents granted thereon, and in all corresponding applications filed in countries foreign to the United States, and in all design patents issuing thereon in the United States and foreign countries; the right, power and authority to file and prosecute U.S. and foreign patent applications on said invention, and to do so in its own name wherever such right may be legally exercised, and including the right to claim the priority and benefits of the International Convention for such applications; and the right to bring actions for infringement of any right in said invention in its own name, including past infringement, in any jurisdiction.

We hereby authorize and request the United States Commissioner of Patents and Trademarks, and such Patent Office officials in foreign countries as are duly authorized by their patent laws to issue patents, to issue any and all Design Letters Patent on said invention to the said Assignee as the owner of my entire interest, for the sole use and behoof of the said Assignee, its successors, assigns and legal representatives, to the full end of the term for which said Design Letters Patent may be granted, as fully and entirely as the same would have been held by us had this assignment and sale not been made.

We hereby agree, without further consideration and without expense to us to sign all lawful papers and to perform all other lawful acts which the Assignee may request of us to make this Assignment fully effective, including, by way of example but not of limitation, the following: prompt execution of all original, divisional, substitution, reissue, and other United States and foreign patent applications on said invention, and all lawful documents as requested by the Assignee to further the prosecution of any of such design patent applications; and cooperation to the best of my ability including, but not limited to, the execution of all lawful


PATENT
REEL: 027778 FRAME: 0370

Esch

 NOTARY PUBLIC
MICHAEL J MOFFATT
812288
COMMISSION EXPIRES
AUGUST 31, 2016
STATE OF UTAH

Notary Public

Travis Dowdell


Notary Public



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