

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Brynja Bjarnadottir	03/15/2012
RECEIVING PARTY DATA	
Name:	Skuuzi, LLC
Street Address:	74 Macdougall St.
City:	New York
State/Country:	NEW YORK
Postal Code:	10012
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29415333
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:	John Molenda
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Address Line 4:	New York, NEW YORK 10019
ATTORNEY DOCKET NUMBER:	12328038
NAME OF SUBMITTER:	Jonathan H. Kim
Total Attachments: 2 source=Assignment_29415333#page1.tif source=Assignment_29415333#page2.tif	

CH \$40.00 29415333

ASSIGNMENT

WHEREAS, I, Brynja Bjarnadóttir, having my residence as set forth below, hereinafter referred to as "ASSIGNOR", have invented a certain invention for:

BEVERAGE HOLDER

as described and set forth in U.S. Patent Application No. 29/415,333 filed on March 9, 2012, preparatory to obtaining Letters Patent of the United States therefor; and

WHEREAS, Skuuzi, LLC, hereinafter referred to as "ASSIGNEE", a company organized under the laws of Delaware, with its principal place of business at 74 Macdougall St., New York, NY 10012, is desirous of acquiring ASSIGNOR's entire right, title and interest in and to said invention, improvements, application and any Letters Patents which may be granted therefor or thereupon in any country, together with any and all non-provisional applications, divisions, continuations, continuations-in-part, reissues and extensions thereof in all countries throughout the world;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration by ASSIGNEE to ASSIGNOR, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers and sets over unto ASSIGNEE, its successors and assigns, the entire right, title and interest in and to said invention, improvements, and in and to said application and any Letters Patents which may be granted therefor or thereupon, together with any and all non-provisional applications, divisions, continuations, continuations-in-part, reissues and extensions thereof, and ASSIGNOR authorizes and requests the Commissioner of Patents and Trademarks to issue any Letters Patent which may be granted for or upon said invention or applications, or patents resulting therefrom, insofar as my interest is concerned, unto ASSIGNEE in accordance with this Assignment. To the extent applicable, ASSIGNOR also hereby assigns to ASSIGNEE, its successors and assigns, all right, title and interest to sue third parties for any past, present or future infringement, and to collect all damages relating thereto, of all Letters Patents assigned herein.

ASSIGNOR also assigns to ASSIGNEE, all right, title and interest in and to the invention disclosed in said application throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs throughout the world, including all rights to publish cautionary notices reserving ownership of said invention and all rights to register said invention in appropriate registries; and ASSIGNOR further agrees to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in ASSIGNEE.

ASSIGNOR will communicate to ASSIGNEE, its successors and assigns or their representatives, any facts known to us respecting said invention and improvements; and, at the expense of ASSIGNEE, ASSIGNOR will fully cooperate in any legal proceedings, including any proceeding within the United States Patent and Trademark Office or other Patent Office anywhere in the world, relating thereto, sign all lawful papers, execute all non-provisional, divisional, continuing, continuations-in-part, reissue and substitute applications, make all rightful

oaths and declarations, and, in addition, execute any and all documents required to vest title in ASSIGNEE and to aid ASSIGNEE to obtain and enforce proper protection for said invention in all countries.

ASSIGNOR covenants that ASSIGNOR has the full right to convey the interest assigned by this Assignment, and that ASSIGNOR has not executed and will not execute any agreement in conflict with this Assignment.

This Assignment shall be binding on the parties' successors, assigns and legal representatives.

NAME OF SOLE OR FIRST INVENTOR:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle if any)		Family Name or Surname	
Brynja		Bjarnadóttir	
Inventor's Signature		Date	
<i>Brynja Bjarnadóttir</i>		03-15-2012	
Residence: City	State	Country	Citizenship
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Mailing Address			
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City	State	Postal (Zip) Code	Country
Mosfellsbær		270	Iceland