

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Michael Holstein	03/29/2011
RECEIVING PARTY DATA	
Name:	Genuine First Aid, LLC
Street Address:	600 Cleveland Street
Internal Address:	Suite 400
City:	Clearwater
State/Country:	FLORIDA
Postal Code:	33755
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13424209
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ATTORNEY DOCKET NUMBER:	38671-701.301
NAME OF SUBMITTER:	Sarah Rollins
Total Attachments: 1 source=38671-701-301-Assignment#page1.tif	

CH \$40.00 13424209

PATENT ASSIGNMENT

Docket Number 38671-701.201

WHEREAS, the undersigned:

1. HOLSTEIN, Michael  
600 Cleveland Street  
Suite 400  
Clearwater, FL 33755

(hereinafter "Inventor(s)), have invented certain new and useful improvements in

**RAPID DEPLOYMENT FIRST AID KIT AND SYSTEM FOR REFILLING**

☒ for which Application No. 12/509,321 was filed on July 24, 2009 in the United States Patent Office, (hereinafter "Application").

WHEREAS, Genuine First Aid, LLC, a limited liability company, having a place of business at 600 Cleveland Street, Suite 400, Clearwater, Florida 33755, (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said Application(s) and the inventions disclosed therein, and in and to all embodiments of the inventions, heretofore conceived, made or discovered, whether jointly or severally, by said Inventor(s) (hereinafter collectively referred to as "Inventions"), and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter "Patent(s)") thereon granted in the United States, foreign countries, or under any international convention, agreement, protocol, or treaty

NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Inventor(s) to have been received in full from said Assignee:

1. Said Inventor(s) do hereby sell, assign, transfer and convey unto said Assignee the entire right, title and interest (a) in and to said Inventions, including the right to claim priority to said Inventions; (b) in and to all rights to all United States and corresponding non-United States patent applications and Patent(s), including those filed under the Paris Convention for the Protection of Industrial Property, The Patent Cooperation Treaty or otherwise; (c) in and to any and all applications filed and any and all Patent(s) granted on said Inventions in the United States, in any foreign country, or under any international convention, agreement, protocol, or treaty, including each and every application filed and any and all Patent(s) granted on any application which is a divisional, substitution, continuation, or continuation-in-part of any of said Application(s); and (d) in and to each and every reissue, reexamination, or extensions of any of said Patent(s).

2. Said Inventor(s) hereby covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States, foreign countries, or under any international convention, agreement, protocol, or treaty. Such cooperation by said Inventor(s) shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any applications covering said Inventions; (c) for filing and prosecuting substitute, divisional, continuing or additional applications covering said Inventions; (d) for filing and prosecuting applications for reissuance of any said Patent(s); (e) for interference or other priority proceedings involving said Inventions; and (f) for legal proceedings involving said Inventions and any applications therefor and any Patent(s) granted thereon, including without limitation reissues and reexaminations, opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventor(s) in providing such cooperation shall be paid for by said Assignee.

3. The terms and covenants of this assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventor(s), their respective heirs, legal representatives and assigns.

4. Said Inventor(s) hereby warrant and represent that they have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

5. Said Inventor(s) hereby request that any Patent(s) issuing in the United States, foreign countries, or under any international convention, agreement, protocol, or treaty, be issued in the name of the Assignee, or its successors and assigns, for the sole use of said Assignee, its successors, legal representatives and assigns.

IN WITNESS WHEREOF, said Inventor(s) have executed and delivered this instrument to said Assignee as of the dates written below:

Date: 03-29-2011 Michael HOLSTEIN  
Michael HOLSTEIN

RECEIVED AND AGREED TO BY ASSIGNEE: Genuine First Aid, LLC

Date: 03-29-2011 By: Michael Holstein  
Name: Michael Holstein  
Title: Chief Executive Officer