

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Tsutomu Matsuura	12/02/2011
RECEIVING PARTY DATA	
Name:	TENGA Co., Ltd.
Street Address:	NID Bldg. 3F, 1-23-9 Honcho
City:	Nakano-ku, Tokyo
State/Country:	JAPAN
Postal Code:	164-0012
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29395461
CORRESPONDENCE DATA	
Fax Number:	(858)715-6938
Phone:	8587156858
Email:	docketing@masuvalley.com
<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:	Tatsuo BABA, Masuvalley & Partners
Address Line 1:	9635 Granite Ridge Drive, Suite 100
Address Line 4:	San Diego, CALIFORNIA 92123
ATTORNEY DOCKET NUMBER:	14100-315US
NAME OF SUBMITTER:	Tatsuo Baba
Total Attachments: 3 source=14100-315US_Assignment#page1.tif source=14100-315US_Assignment#page2.tif source=14100-315US_Assignment#page3.tif	

CH \$40.00 29395461

ASSIGNMENT

WHEREAS, we, the undersigned inventors of residences as listed, have invented certain new and useful improvements as below entitled, for which an application for United States Letters Patent is made, said applications having been designated as set forth below and filed on or about the date set forth below; and

WHEREAS, TENGA Co., Ltd. (hereinafter referred to as "Assignee"),

a Japanese corporation

with an address of: NID Bldg. 3F,
1-23-9 Honcho, Nakano-ku,
Tokyo 164-0012 JAPAN

desires to acquire the entire right, title and interest in and to the inventions, and in and to the said application and any Letters Patent(s) that may issue thereon;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we assign to Assignee, all right, title and interest in and to said inventions and in and to said applications and all patents which may be granted therefor, and all divisions, reissues, continuations, continuations-in-part and extensions thereof; and we authorize and request the Commissioner of Patents and Trademarks to issue all patents for said inventions, or patents resulting therefrom, insofar as our interest is concerned, to Assignee.

We also assign to Assignee, all right, title and interest in and to the invention disclosed in said applications throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said invention in its own name 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 we further agree 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.

We will communicate to Assignee any facts known to us respecting any improvements; and, at the expense of Assignee, we will testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and substitute applications, make lawful oaths and declarations, and generally do everything possible to vest title in Assignee and to aid Assignee to obtain and enforce proper protection for said invention in all countries.

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

Invention Name: Ejaculation promotion apparatus
U.S. Design Application No.: 29/395,461
Date Filed: 01/26/2012

We hereby grant PETER MARTINEZ, Registration No. 42,845, TATSUO BABA, Registration No. 58,090, SHIRIN BOZORGUI, Registration No. 62,313 and all practitioners with the firm of Masuvalley and Partners with an office at 8765 Aero Drive, Suite 312, San Diego, CA 92123, the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

The undersigned further declares that all statements made herein of his/her own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful and false statements may jeopardize the validity of the application or any patent issued thereon.

Signature of Inventor:

Tsutomu Matsuura

Inventor(s) Name:

Tsutomu MATSUURA

Residence:

Tokyo, Japan

Citizenship:

JP

Date:

December 2, 2011
