

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>James Robert Keys</td> <td>03/05/2012</td> </tr> <tr> <td>Brett David McIntire</td> <td>03/05/2012</td> </tr> <tr> <td>Julis Yi-Fong Fu</td> <td>03/05/2012</td> </tr> </tbody> </table>		Name	Execution Date	James Robert Keys	03/05/2012	Brett David McIntire	03/05/2012	Julis Yi-Fong Fu	03/05/2012		
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Brita LP</td> </tr> <tr> <td>Street Address:</td> <td>1221 Broadway</td> </tr> <tr> <td>City:</td> <td>Oakland</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94612</td> </tr> </table>		Name:	Brita LP	Street Address:	1221 Broadway	City:	Oakland	State/Country:	CALIFORNIA	Postal Code:	94612
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CORRESPONDENCE DATA											
<p>Fax Number: (510)271-1652</p> <p>Phone: (512) 590-1076</p> <p>Email: patapps@clorox.com</p> <p><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: Brita LP</p> <p>Address Line 1: 1221 Broadway</p> <p>Address Line 4: OAKLAND, CALIFORNIA 94612</p>											
ATTORNEY DOCKET NUMBER:	482.382										
NAME OF SUBMITTER:	Stacy Combs										
<p>Total Attachments: 2</p> <p>source=482.382 Assignment-JKeys-JFu#page1.tif</p> <p>source=482.382 Assignment-JKeys-JFu#page2.tif</p>											

CH \$40.00 29422375

A S S I G N M E N T

WHEREAS, JAMES ROBERT KEYS, BRETT DAVID MCINTIRE and JULIA (YI-FONG) FU, hereinafter referred to as ASSIGNORS, have invented a new and unobvious invention entitled:

TOP FOR A WATER BOTTLE

for which application for Letters Patent of the United States such application being identified by having been granted Serial No. _____, a filing date of _____; and

WE HEREBY AUTHORIZE the Assignee to insert in this assignment document the filing date and serial number of the application if the date and number are unavailable at the time this document is executed.

WHEREAS, BRITA LP, a Delaware corporation having a place of business at Oakland, California, hereinafter referred to as ASSIGNEE, is desirous of acquiring the entire right, title and interest in and to said application and said invention, in and to any and all improvements relating to said invention, and in and to Letters Patent thereon, when granted in the United States and all foreign countries; and

WHEREAS, ASSIGNORS acknowledge that pursuant to their employment agreements and the terms of this instrument, they are under a continuing obligation to assign all right, title and interest in, to and under the invention which is the subject of the referred-to application for Letters Patent and any improvements thereof and all divisions, continuations and continuations-in-part thereof, to BRITA LP, its successors, legal representatives and assigns in accordance with this instrument;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and for other good and valuable consideration received by ASSIGNORS from ASSIGNEE, the receipt of which is hereby acknowledged by ASSIGNORS:

1. ASSIGNORS hereby sell, assign, transfer and convey unto ASSIGNEE, the entire right, title and interest in and to said application and said invention and improvements; including all priority rights under the International Convention associated with the filing of said application, for each country of the Union; and in and to any and all Letters Patent on said invention and improvements that may be granted by the United States or any foreign countries, including each and every Letters Patent granted on any application which is a division, substitution, continuation or continuation-in-part of any application relating to said invention or improvements, and in and to each and every reissue or extension of said Letters Patent.

2. ASSIGNORS hereby warrant, covenant and represent the fact to be that they have not theretofore granted any license, right or privilege in respect to the said application or said invention or improvements, or in any other way encumbered the same, and that they have the full right to convey, free of all licenses and encumbrances, the entire interest hereby assigned.

3. ASSIGNORS covenant and agree that at the request and expense of ASSIGNEE they will promptly execute all papers necessary or desirable to perfect ownership of said invention, improvements, applications or said Letters Patent in ASSIGNEE, and execute all oaths and other papers necessary or desirable for prosecuting said application, for use in interference proceedings involving said invention or improvements, for refiling said applications, for filing of said divisional, substitution, continuation or continuation-in-part applications covering said invention or improvements which are deemed necessary or desirable by ASSIGNEE, for reissuance of said Letters

Patent, or for the filing of foreign countries of applications for Letters Patent conferring said invention or improvements.

ASSIGNORS further covenant and agree that at the expense and request of ASSIGNEE they will promptly assist ASSIGNEE in interference proceedings involving said invention or improvements, and in litigation involving said Letters Patent, and will assist in the ascertainment of facts and the production of evidence relating to said invention or improvements.


4. The terms, covenants and provisions of this assignment shall inure to the benefit of ASSIGNEE, its successors, assigns and other, legal representatives, and shall be binding upon ASSIGNORS, their heirs, legal representatives and assigns.

5. ASSIGNORS hereby authorize and request the COMMISSIONER OF PATENTS AND TRADEMARK to issue the United States Letters Patent on their invention, when granted, unto

BRITA LP

its successors, assigns and other legal representatives in accordance with this agreement.

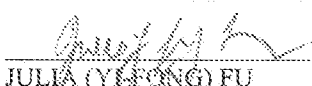
IN TESTIMONY WHEREOF, I, JAMES ROBERT KEYS, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS 5th DAY OF MARCH, 2012.


JAMES ROBERT KEYS

IN TESTIMONY WHEREOF, I, BRETT DAVID MCINTIRE, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS _____ DAY OF MARCH, 2012.

BRETT DAVID MCINTIRE

IN TESTIMONY WHEREOF, I, JULIA (YI-FONG) FU, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS 5th DAY OF MARCH, 2012.


JULIA (YI-FONG) FU

File No.: 482,382