

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Lowell Neset</td> <td>05/08/2012</td> </tr> </tbody> </table>		Name	Execution Date	Lowell Neset	05/08/2012
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Lowell Neset	05/08/2012				
RECEIVING PARTY DATA					
Name:	Elevate Brands				
Street Address:	5700 Melrose Avenue				
Internal Address:	Suite 402				
City:	Los Angeles				
State/Country:	CALIFORNIA				
Postal Code:	90038				
PROPERTY NUMBERS Total: 1					
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29420517</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29420517
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Application Number:	29420517				
CORRESPONDENCE DATA					
Fax Number:	(540)242-3993				
Phone:	5402535332				
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Correspondent Name:	Charter IP, LLC				
Address Line 1:	P.O. Box 64				
Address Line 4:	The Plains, VIRGINIA 20198				
ATTORNEY DOCKET NUMBER:	8050/0002PUS1				
NAME OF SUBMITTER:	Matthew J. Lattig				
Total Attachments: 2 source=assignmentexecuted#page1.tif source=assignmentexecuted#page2.tif					

OP \$40.00 29420517

ASSIGNMENT

WHEREAS, the undersigned, hereinafter referred to collectively as Assignor, has invented:

BOTTLE

for which Assignor is about to make or has made United States or International application for patent

- (a) executed on even date preparatory to filing (each inventor should sign this Assignment on the same day as he/she signs the Declaration and Power of Attorney);
- (b) executed on _____, _____, _____; or
- (c) filed on _____ and assigned Serial No. _____;
- (d) U.S. Patent No. _____, issued _____; and

WHEREAS, **ELEVATE BRANDS, 5700 MELROSE AVENUE, SUITE 402, LOS ANGELES, CA, 90038**, hereinafter referred to as Assignee, is desirous of acquiring an interest therein:

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy whereof is hereby acknowledged, Assignor by these presents does sell, assign and transfer unto Assignee and its successors in interest, the full and exclusive right, title and interest in the United States of America and all foreign countries, including the right to claim priority under the laws of the United States, the Paris Convention, and any foreign countries, to the said invention as described in the aforesaid application, said application for patent and all Letters Patent therefor to be held and enjoyed by Assignee to the full end of the term for which said Letters Patent are granted and any extensions thereof as fully and entirely as the same would have been held by Assignor had this assignment and sale not been made, and the right to recover for past infringements of, or liabilities for, any of the rights relating to any of said applications or patents resulting therefrom;

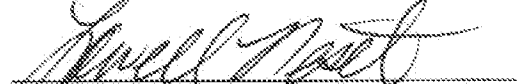
Assignor hereby covenants and agrees to execute all instruments or documents required or requested for the making and prosecution of any applications of any type for patent in the United States and in all foreign countries including, but not limited to, any provisional, continuation, continuation-in-part, divisional, renewal or substitute thereof, and as to letters patent any reissue, re-examination, or extension thereof, and for litigation regarding, or for the purpose of protecting title and to the said invention, the United States application for patent, or Letters Patent therefor, and to testify in support thereof, for the benefit of Assignee without further or other compensation than that above set forth;

Assignor hereby covenants that no assignment, sale or agreement or encumbrance has been or will be entered into which would conflict with this Assignment; and

Assignor hereby requests the Commissioner of Patents and Trademarks to issue said Letters Patent of the United States of America to Assignee, and requests that any official of any country or countries foreign to the United States, whose duty it is to issue or grant patents and applications as aforesaid, to issue said Letters Patent, Utility Model Registration or Inventor's Certificate to Assignee.

ASSIGNMENT

The undersigned hereby grant(s) the law firm of Charter IP, LLC 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 U.S. Patent and Trademark Office for recordation of this document.



Lowell Neset

5/8/2012

Dated