501981725 07/09/2012

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Jon P. Hassell	07/09/2012

RECEIVING PARTY DATA

Name:	Rehrig Pacific Company	
Street Address:	4010 East 26th Street	
City:	Los Angeles	
State/Country:	CALIFORNIA	
Postal Code:	90058	

PROPERTY NUMBERS Total: 1

Property Type	Number	
Application Number:	13543928	

CORRESPONDENCE DATA

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Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

via US Mail.

Correspondent Name: CARLSON, GASKEY & OLDS, P.C.

Address Line 1: 400 WEST MAPLE ROAD

Address Line 2: SUITE 350

Address Line 4: BIRMINGHAM, MICHIGAN 48009

ATTORNEY DOCKET NUMBER:	11469PUS; 67080-551PUS1
NAME OF SUBMITTER:	John E. Carlson

Total Attachments: 2

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PATENT REEL: 028514 FRAME: 0669 H \$40,00 1354;

Docket No. 11469 PUS; 67080-551 PUS1

ASSIGNMENT (Sole Inventor)

WHEREAS, I, **Jon P. Hassell** (hereinafter referred to as Assignor), residing at **351 Josephine Street, Atlanta, GA 30307,** have invented new and useful improvements in:

BAKERY TRAY

which is described and claimed in the specification of which was filed on July 9, 2012, as United States Application Serial No. 13/543,928; and that this application claims priority to U.S. Provisional Application Serial No. 61/505,832, filed July 8, 2011.

AND WHEREAS, **Rehrig Pacific Company**, (hereinafter referred to as Assignee), of **4010 East 26th Street, Los Angeles, California, 90058**, is desirous of acquiring the entire right, title and interest in and to said invention and said Letters Patent of the United States, and in and to any Letters Patent or Patents, United States or foreign, to be obtained therefor and thereon:

NOW, THEREFORE, be it known by all whom it may concern, that for and in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, the Assignors have assigned, sold and set over, and by these presents assign, sell and set over unto the Assignee, its successors, legal representatives and assigns, for the territory of the United States of America and all foreign countries, the entire right, title and interest in and to said invention, said application for Letters Patent, including the right to file foreign patent applications corresponding to said application, and the right to claim the priority date of said United States patent application and any legal equivalents thereof, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor and thereon, and to any and all divisions, continuations, and continuations-in-part of said application, or re-issues or extensions of said Letters Patent or Patents prepared and executed by the Assignor on even date herewith, the same to be held and enjoyed by the Assignee, as fully and entirely as the same would have been held by the Assignor had this Assignment and sale not been made.

AND the Assignor hereby covenants and agrees that the Assignor will at any time upon the request and at the expense of the Assignee execute and deliver any and all papers and do all lawful acts that may be necessary or desirable to perfect the title to said invention and to obtain Letters Patent therefor, and the Assignor hereby authorize and request the Commissioner of Patents to issue said Letters Patent to the said Assignee in accordance with this Agreement.

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PATENT REEL: 028514 FRAME: 0670

Docket No. 11469 PUS; 67080-551 PUS1

Dated:	7-9-12	Inventor:	Jou	P Hanell
		Jo	n P. Hassel	

Please address all correspondence and telephone calls and, upon recordation, please return this document to:

John E. Carlson CARLSON, GASKEY & OLDS, P.C. 400 W. Maple, Suite 350 Birmingham, MI 48009 (248) 988-8360

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PATENT REEL: 028514 FRAME: 0671