

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jeffrey L. Crull	03/11/2011
RECEIVING PARTY DATA	
Name:	Credo Product Development
Street Address:	4918 Triangle Street
City:	McFarland
State/Country:	WISCONSIN
Postal Code:	53558
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29378779
CORRESPONDENCE DATA	
Fax Number:	2622604253
Phone:	2622604732
Email:	selechne@scj.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:	S.C. Johnson & Son, Inc.
Address Line 1:	1525 Howe Street
Address Line 2:	MS 077
Address Line 4:	Racine, WISCONSIN 53430
ATTORNEY DOCKET NUMBER:	J-5535D2
NAME OF SUBMITTER:	Suzan E. Lechner
Total Attachments: 2 source=29378779Assignment2#page1.tif source=29378779Assignment2#page2.tif	

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ASSIGNMENT

WHEREAS, I, **Jeffrey L. Crull**, (below referred to as ASSIGNOR) residing, respectively, as set forth hereinafter, have made an invention for which application for Letters Patent of the United States was filed in the United States Patent and Trademark Office as Application Serial No. **29/378,779**, filed **November 9, 2010**, naming the ASSIGNOR as inventor, and entitled **CONTAINER WITH RETAINING DEVICE**; and

WHEREAS, **Credo Product Development**, a corporation duly organized and existing under the laws of the State of **Wisconsin**, United States of America and having its principal office and place of business at **4918 Triangle Street, McFarland, Wisconsin 53558** (below referred to as "ASSIGNEE") is desirous of obtaining the entire right, title and interest in and to the aforesaid invention and patent application corresponding patent rights worldwide;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR, by these presents does sell, assign and transfer to ASSIGNEE, the full and exclusive right, title and interest in and to the aforesaid invention, the aforesaid U.S. and all corresponding foreign patent applications, all divisional, continuation, continuation-in-part, reissue and reexamination applications of the aforesaid U.S. application, and all Letters Patent or comparable rights issuing thereon in the United States and in all foreign countries together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and the ASSIGNOR hereby authorizes and requests the U.S. Commissioner of Patent and Trademarks and all foreign Patent offices to issue all Letters Patent or comparable rights issuing on any application as aforesaid to ASSIGNEE, or to its successors, assigns or legal representatives;

ASSIGNOR hereby covenant that ASSIGNOR has full right to convey the entire interest herein assigned, and that ASSIGNOR has not executed, and will not execute, any agreement in conflict herewith;

ASSIGNOR agrees to communicate to ASSIGNEE or to its successors, assigns or legal representatives any and all facts known to them or any of them respecting said invention, and without further remuneration to testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and reexamination applications, make all rightful oaths and generally do all lawful acts to aid ASSIGNEE or its successors, assigns or legal representatives to obtain and enforce proper patent protection for said invention in all countries and to enhance or perfect ASSIGNEE's title in and to the invention and patent rights therein.

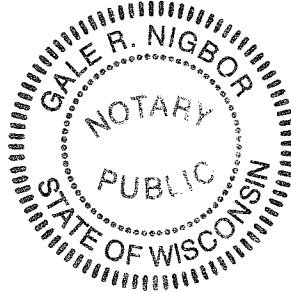
ASSIGNOR hereby authorizes attorneys for ASSIGNEE to enter on this document any applicable serial numbers and filing dates after ASSIGNOR'S execution of this document.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 11th day
of March, 2011.
(Month) (Year)

Jeffrey L. Crull
(Signature of Inventor)
Jeffrey L. Crull
(Typed/Printed Name of Inventor)
5606 Wimbledon Court
(Residential Address)
McFarland, WI 53558
(City, State, Zip)

State of WI)
County of DANE)

On this 11 day of March, 2011, before me, a Notary Public in
(Day) (Month) (Year)
and for the State and County aforesaid, personally appeared the above signatory, known to me to
be the person of that name, who executed the aforesaid instrument in my presence.



Gale R. Nigbor
(Signature of Notary)
Gale R. Nigbor, Notary Public
(Print Name of Notary)
My commission expires: 9/16/2012