

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Genuine First Aid, LLC	08/08/2012
RECEIVING PARTY DATA	
Name:	Genuine First Aid International Ltd.
Street Address:	Jayla Place, Wickhams Cay
City:	Road Town, Tortola
State/Country:	BRITISH VIRGIN ISLANDS
Postal Code:	VG1110
PROPERTY NUMBERS Total: 3	
Property Type	Number
Patent Number:	8167130
Application Number:	13424209
PCT Number:	US1042651
CORRESPONDENCE DATA	
Fax Number:	6504936811
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<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:	Matthew J. Bresnahan, Esq.
Address Line 1:	650 Page Mill Road
Address Line 4:	Palo Alto, CALIFORNIA 94304
ATTORNEY DOCKET NUMBER:	38671-700
NAME OF SUBMITTER:	Sarah Rollins
Total Attachments: 4 source=GFA Assignment#page1.tif source=GFA Assignment#page2.tif source=GFA Assignment#page3.tif source=GFA Assignment#page4.tif	

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INTELLECTUAL PROPERTY ASSIGNMENT

This **INTELLECTUAL PROPERTY ASSIGNMENT** (this "**Assignment**") is made and entered into as of August 8, 2012, by and among **Genuine First Aid International Ltd.**, a British Virgin Islands corporation located at Jayla Place, Wickhams Cay, Road Town, Tortola, British Virgin Islands, VG1110 ("**Assignee**"), and **Genuine First Aid LLC**, a limited liability corporation located at 600 Cleveland Street, Suite 400, Clearwater, Florida, 33755 ("**Assignor**").

WHEREAS, Assignee is desirous of acquiring the Assigned IP Rights of Assignor and Assignor is desirous of assigning the Assigned IP Rights to Assignee;

NOW, THEREFORE, for good and valuable consideration paid by Assignee, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignors and Assignee each hereby agree as follows:

1. **Assignment.** Assignors shall and hereby do assign, transfer, convey, and deliver to Assignee and its successors and assigns, and Assignee hereby purchases for valuable consideration and Assignee accepts from Assignors, all of Assignor's entire right, title, and interest in, to, Assignors' intellectual property rights ("**Assigned IP Rights**") including all claims for past, present, and future infringement of the Assigned IP Rights including the right to sue for and to receive and recover for the Company's own use all past, present, and future lost profits, royalties, and damages of whatever nature recoverable from an infringement of the Assigned IP Rights. The Assigned IP Rights include the patents and trademarks identified in **Schedule I** and further includes all related know-how, inventions, improvements, development, trademarks including, without limitation, all pending, registered and common law trademarks for which no applications or registrations exist, all applications to register for any form of the intellectual property, all registrations that have been or may be granted, together with all common law rights associated with the applications and registrations, and all goodwill associated with the assigned trademarks and symbolized thereby, service marks, logos, trade names, corporate names, Internet domain names and addresses and general use email addresses. The Assigned IP Rights further include the right to sue and recover damages for future, present, and past infringements of the Assigned IP and to fully and entirely stand in the place of Assignors in all matters related to the Assigned IP Rights and to receive and recover for Assignee's own use all past, present, and future lost profits, royalties, and damages of whatever nature recoverable from an infringement of the Assigned IP Rights.
2. **Further Assurances.** Assignors agrees to execute and deliver such other documents and to take all such other actions which Assignee, its successors and/or assigns may reasonably request to effect the terms of this Assignment, and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens, and other documentation as may be reasonably required to effect the terms of this Assignment and its recordation

in relevant state and national patent and trademark offices or similar intellectual property offices worldwide.

3. **Miscellaneous.** This Assignment shall be governed by, and construed in accordance with the laws of the State of California without reference to such state's principles of conflicts of law. This Assignment may not be supplemented, altered, or modified in any manner except by a writing signed by all parties hereto. The failure of any party to enforce any terms or provisions of this Assignment shall not waive any of its rights under such terms or provisions. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors. This Assignment and any amendments hereto may be executed in one or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument.

[Signature Page Next]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the day and year first above written.

ASSIGNEE:

Genuine First Aid International Ltd.

By: [Signature]
Name Title: Leonard H. Sklar

ASSIGNOR:

Genuine First Aid LLC

By: [Signature]
Name Title: CEO / Desiree Jacques

[Signature Page-IP Assignment]

PATENT

REEL: 028774 FRAME: 0625

SCHEDULE I

ASSIGNED INTELLECTUAL PROPERTY

Trademark Applications and Registrations

Trademark	Country	Serial No	Reg. No.	Status
GENUINE FIRST AID	US	77/710,928	4009860	Registered
GENUINE EMERGENCY PREPAREDNESS	US	77/749,180	3901377	Registered
EASY ACCESS POCKET SYSTEM	US	77/812,081	4016389	Registered
GFA (Stylized)	US	85/283,255	4045349	Registered
EASY ACCESS BANDAGES	US	85/293,542		Allowed
EASY ACCESS FIRST AID	US	85/293,546		Allowed
GENUINE FIRST AID	CA	1439758		Allowed
GFA (Stylized)	CA	1545591		Pending
GENUINE FIRST AID	CN	10027964		Pending
GFA (Stylized)	CN	10028191		Pending
Genuine First Aid	CN	10027963		Pending
GFA (Stylized)	CN	10028192		Pending
GENUINE FIRST AID (Word mark & w/ Design)	CTM	10315174	010315174	Registered
GFA (Stylized)	CTM	10315158	010315158	Registered

Patent Applications

Serial No.	Country	Filing Date	Patent No.	Status
12/509,321	US	07/24/2009	8,167,130	Issued
13/424,209	US	03/19/2012		Published
PCT/US10/42651	PCT	07/20/2010		National Phase Entered
201080042748.8	CN	07/20/2010		Pending
10802802.8	EP	07/20/2010		Published
2010/16364	GCC	07/20/2010		Pending