

## PATENT ASSIGNMENT

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| SUBMISSION TYPE:   | NEW ASSIGNMENT                     |
| NATURE OF CONVEYANCE:  | ASSIGNMENT                         |
| CONVEYING PARTY DATA   |                                    |
| Name   | Execution Date                     |
| Alexx, Inc.  | 09/26/2012                         |
| RECEIVING PARTY DATA   |                                    |
| Name:  | The Finding IP Holding Company LLC |
| Street Address:  | 6520 Platt Avenue, Suite 633       |
| City:  | West Hills                         |
| State/Country:   | CALIFORNIA                         |
| Postal Code:   | 91307                              |
| PROPERTY NUMBERS Total: 10   |                                    |
| Property Type  | Number                             |
| Patent Number:   | 7308922                            |
| Patent Number:   | D539526                            |
| Patent Number:   | 7537032                            |
| Patent Number:   | D569620                            |
| Patent Number:   | D617099                            |
| Patent Number:   | 7546753                            |
| Application Number:  | 12468012                           |
| Application Number:  | 13073789                           |
| Application Number:  | 61681595                           |
| Application Number:  | 13586600                           |
| CORRESPONDENCE DATA  |                                    |
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CH \$400.00 7308922

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| <b>ATTORNEY DOCKET NUMBER:</b> | 011588-0004 |
|--------------------------------|-------------|

|                           |                          |
|---------------------------|--------------------------|
| <b>NAME OF SUBMITTER:</b> | Candida Rubalcaba-Rivera |
|---------------------------|--------------------------|

**Total Attachments: 4**

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## **ASSIGNMENT**

**WHEREAS**, Alexx, Inc., a California corporation, having a place of business located at 6430 Variel Avenue, Suite 101, Woodland Hills, California 91367, USA, hereinafter generally referred to as "**ASSIGNOR**", is the sole and exclusive owner of the patents and patent applications listed in Schedule A ("**Inventions**") and trademarks and trademark applications listed on **Schedule B** ("**Trademarks**") hereto.

**WHEREAS**, The Finding IP Holding Company LLC, a California limited liability company, hereinafter generally referred to as "**ASSIGNEE**," is desirous of acquiring and/or confirming the acquisition of said Inventions and Trademarks.

**NOW, THEREFORE**, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged and intending to be legally bound hereby, the undersigned ASSIGNOR, has assigned and/or by these presents does sell, assign, transfer and convey unto the above-named ASSIGNEE, the whole and entire right, title and interest:

in and to said Inventions as described in the above patent applications for the territory of the United States and its possessions and territories and all foreign countries;

in and to the above patent applications and any and all United States and foreign patent applications disclosing said Inventions including, without limitation, applications for patents including provisionals, non-provisionals, divisions, continuations, continuations-in-part, requests for continued examinations, utility models, PCT applications and designs and any other related United States and foreign applications and equivalents thereof ("**Applications**"), along with the right to claim priority to said Applications under any treaty relating thereto;

in and to all United States and foreign patents, utility models, inventor's certificates and designs and all equivalents thereof which may be granted for said Inventions or Applications, including extensions, renewals, reissues and reexamination certificates thereof ("**Patents**"); and

all trademarks, service marks, trade names, logos and trade dress owned by ASSIGNOR as of the date of this Assignment, including those Trademarks set forth on Schedule B;

in and to all rights to sue for and collect damages resulting from past, present and future infringement of all granted or to be granted Patents and Trademarks;

said Inventions, Applications, Patents and Trademarks to be held and enjoyed by the above-named ASSIGNEE, for ASSIGNEE's own use and benefit, and for ASSIGNEE's legal representatives and assigns to the full end of the term or terms of said granted or to be granted Patents, as fully and entirely as the same would have been held by the undersigned ASSIGNOR, and in perpetuity for such Trademarks, had this assignment and sale not been made; and for the aforesaid consideration ASSIGNOR hereby covenants, agrees and undertakes to execute, or cause to be executed, whenever requested by the above-named ASSIGNEE, all patent

applications, assignments, lawful oaths and any other papers which ASSIGNEE may deem necessary or desirable for securing to ASSIGNEE or for maintaining for ASSIGNEE all the Inventions, Applications, Patents and Trademarks hereby assigned or agreed to be assigned; all without further compensation to the undersigned ASSIGNOR.

It is agreed that ASSIGNOR shall be legally bound, upon request and at the expense of ASSIGNEE or its successors or assigns or a legal representative thereof, to supply all information and evidence of which the undersigned has knowledge or possession, relating to the making and practicing of the Inventions, and use of the Trademarks and to testify in any legal proceeding relating thereto.


ASSIGNOR hereby represents and warrants that it has full right, power and authority to assign ASSIGNOR'S entire right, title, and interest in said Patents, Applications, Inventions, and Trademarks and to consummate the assignment contemplated herein. ASSIGNOR also represents and warrants that it has full right, power, and authority to enter into, execute, and deliver this Assignment, the execution and delivery of which have been duly authorized by all necessary action on the part of ASSIGNOR, and no other authorization or proceedings on the part of ASSIGNOR are necessary to authorize this Assignment. This Assignment has been duly executed and delivered and constitutes a valid, binding and enforceable assignment of the entire right, title, and interest in the Patents and Applications, Inventions and Trademarks disclosed therein.

ASSIGNOR hereby warrants that no assignment, sale, agreement, or encumbrance has been or will be made or entered into which would conflict with this Assignment.

(SIGNATURE PAGE FOLLOWS)

In witness whereof, the parties have executed this Assignment as of the dates signed herein.

9/26/12  
(Date)

  
Alexx, Inc.

Elizabeth Corran Vice President  
Name and Title

9/26/12  
(Date)

  
The Finding IP Holding Company LLC

Sandy Stein, Owner  
Name and Title

**Schedule A**

| <b>App. No.</b> | <b>Country</b> | <b>Title</b>   | <b>Patent No.</b> |
|-----------------|----------------|--|-------------------|
| 10/919,494      | USA            | Key Locator  | 7,308,922         |
| 29/260,084      | USA            | Key Locator  | D539,526          |
| 11/977,891      | USA            | Key Locator  | 7,537,032         |
| 12/468,012      | USA            | Key Locator  |                   |
| 13/073,789      | USA            | Key Locator  |                   |
| 29/259,940      | USA            | Hanging Clip   | D569,620          |
| 29/320,292      | USA            | Storage Container                                      | D617,099          |
| 12/116,414      | USA            | Key Chain Attachment and Location Apparatus and Method | 7,546,753         |
| 200530077345.9  | China          | Jewelry Hook   | ZL200530077345.9  |
| 61/681,595      | USA            | Combination Purse Hanger and Object Retainer           |                   |
| 13/586,600      | USA            | Combination Purse Hanger and Object Retainer           |                   |