

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Blue Marlin Brand Design, Inc.	11/27/2012
RECEIVING PARTY DATA	
Name:	Georgia-Pacific Consumer Products LP
Street Address:	133 Peachtree Street, N.E.
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30303
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29432531
CORRESPONDENCE DATA	
Fax Number:	9207298357
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(920) 729-8540
Email:	mary.eckert@gapac.com
Correspondent Name:	Mary Eckert
Address Line 1:	1915 Marathon Avenue
Address Line 4:	Neenah, WISCONSIN 54956
ATTORNEY DOCKET NUMBER:	21146
NAME OF SUBMITTER:	Mary Eckert
Total Attachments: 2 source=21146_bluem#page1.tif source=21146_bluem#page2.tif	

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ASSIGNMENT

WHEREAS, BLUE MARLIN BRAND DESIGN, INC., having a place of business at 19 W. 24th Street, 10th Floor, New York, New York 10010 ("Assignor"), owns or owned an interest in an invention entitled "PAPER PRODUCT", for which U.S. Patent Application No. 29/432,531 was filed on September 17, 2012; and

WHEREAS, GEORGIA-PACIFIC CONSUMER PRODUCTS LP, a limited partnership of the State of Delaware having a place of business at 133 Peachtree Street, N.E., Atlanta, Georgia 30303 ("Assignee"), desires acquiring or has acquired Assignor's interest in the above-identified invention, the above-identified patent application, and any related patent applications and patents;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor by these presents does hereby sell, assign, and transfer, or by virtue of an agreement with Assignee has sold, assigned, and transferred, unto Assignee, its successors, legal representatives, and assigns, Assignor's entire right, title, and interest in and to the above-identified invention, the above-identified patent application, any U.S. or foreign patent applications related to the above-identified invention, any U.S. or foreign patent applications claiming priority to any of the above-referenced patent applications, including any division, continuation, continuation-in-part, reexamination, reissue, extension, substitution, or renewal of any of the above-referenced patent applications, any right to claim priority arising from or required for any of the above-referenced patent applications under any applicable convention, treaty, statute, or regulation, any other right, privilege, or form of protection related to the above-identified invention or any of the above-referenced patent applications, and any U.S. or foreign patent granted from any of the above-referenced patent applications, to the full end of the term of the patent, to be held and enjoyed by Assignee, its successors, legal representatives, and assigns as fully and entirely as it would have been held and enjoyed by Assignor;

AND, Assignor hereby authorizes Assignee to file any of the above-referenced patent applications in the name of Assignee or its designee, and Assignor authorizes and requests the patent office of any country to issue any patent granted from any of the above-referenced patent applications in the name of Assignee or its designee, and Assignor further authorizes Assignee to insert the serial number and filing date of the above-identified patent application into this Assignment if unknown upon execution of this Assignment; and

AND, Assignor hereby warrants and covenants that Assignor has not and will not execute any assignment or other instrument in conflict with this Assignment;

AND, Assignor hereby covenants and agrees to do everything possible to aid Assignee, its successors, legal representatives, and assigns, to obtain, maintain, and enforce protection in the U.S. and foreign countries for the above-referenced invention, patent applications, and patents, including signing lawful papers, executing patent applications,

making assignments, rightful oaths, and declarations, and testifying in judicial or administrative proceedings.

BLUE MARLIN BRAND DESIGN, INC.

Ben Cleaver
By: BEN CLEAVER

Title: MANAGING DIRECTOR

Date: 11/27/2012

State of New York)
 KINGS) ss:
County of New York)

On this 27 day of NOVEMBER, 2012, there appeared before me BEN CLEAVER,
who acknowledged that s/he signed the foregoing Assignment as her/his voluntary act and
deed on behalf and with full authority of Blue Marlin Brand Design, Inc.

Corbinne Ann Marie Roye
Signature of Notary Public
CORBINNE ANN MARIE ROYE
Notary Public - State of New York
NO. 01R06163360
Qualified in Kings County
My Commission Expires 3/26/2015
My Commission Expires

(SEAL)