

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Jurjen Jacobs</td> <td>11/30/2012</td> </tr> <tr> <td>Sophie Louise Walker</td> <td>11/20/2012</td> </tr> <tr> <td>Trudie Johnson</td> <td>11/20/2012</td> </tr> </tbody> </table>		Name	Execution Date	Jurjen Jacobs	11/30/2012	Sophie Louise Walker	11/20/2012	Trudie Johnson	11/20/2012
Name	Execution Date								
Jurjen Jacobs	11/30/2012								
Sophie Louise Walker	11/20/2012								
Trudie Johnson	11/20/2012								
RECEIVING PARTY DATA									
Name:	Velcro Industries B.V.								
Street Address:	Castorweg 22-24								
City:	Willemstad, Curacao								
State/Country:	NETHERLANDS ANTILLES								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29435425</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29435425				
Property Type	Number								
Application Number:	29435425								
CORRESPONDENCE DATA									
Fax Number:	8777697945								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	512-472-5070								
Email:	apsi@fr.com								
Correspondent Name:	James W. Babineau								
Address Line 1:	FISH & RICHARDSON P.C.								
Address Line 2:	P.O.BOX 1022								
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022								
ATTORNEY DOCKET NUMBER:	05918-0594001								
NAME OF SUBMITTER:	Suzanne C. O'Neill								
Total Attachments: 2 source=059180594001Assignment#page1.tif source=059180594001Assignment#page2.tif									

CH \$40.00 29435425

ASSIGNMENT

For valuable consideration, we, Jurjen Jacobs, of Pasaje Barnades 18 08198 La Floresta, Barcelona, Spain; Sophie Louise Walker, of 63 Manor Crescent, Knutsford, Cheshire WA16 8DJ England; Trudie Johnson, of 1 Haldearn Av, The Green Caverswall, Staffordshire ST11 9EH England; hereby assign to VELCRO INDUSTRIES B.V., a corporation of Netherlands, having a place of business at Castorweg 22-24, Willemstad, Curacao, and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled PACKAGE FOR RETAIL DISPLAY AND SALE, filed 10/24/2012, and assigned U.S. Serial Number 29/435,425, this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

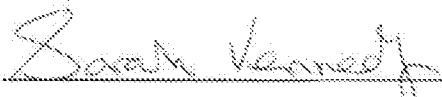
Date: 20/11/2012 
JURJEN JACOBS

Witnessed by:

Name:  Date: 30/11/2012

Date: 20.11.2012 
SOPHIE LOUISE WALKER

Witnessed by:

Name:  Date: 20.11.2012

Date: 20.11.2012 
TRUDIE JOHNSON

Witnessed by:

Name:  Date: 20.11.2012

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