

## PATENT ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Nanma Manufacturing Co., LTD	12/27/2012
RECEIVING PARTY DATA	
Name:	California Exotic Novelties, LLC
Street Address:	14235 Ramona Avenue
City:	Chino
State/Country:	CALIFORNIA
Postal Code:	91710-5751
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	29413621
Application Number:	29413620
CORRESPONDENCE DATA	
Fax Number:	6186559640
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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ATTORNEY DOCKET NUMBER:	054911
NAME OF SUBMITTER:	Rebecca L. Endsley, Paralegal
Total Attachments: 3 source=Nanma Assignment#page1.tif source=Nanma Assignment#page2.tif source=Nanma Assignment#page3.tif	

CH \$80.00 29413621

## UNITED STATES PATENT ASSIGNMENT

1. WHEREAS, Nanma Manufacturing Co., Ltd. of Hong Kong; (hereinafter referred to as "ASSIGNOR"), is the owner of the entire right, title, and interest in and to certain letters patent and patent applications throughout the world and the inventions disclosed therein; and
2. WHEREAS, California Exotic Novelties, LLC having its principal place of business at 14235 Ramona Avenue, Chino, California 91710-5751 ("Assignee"), is desirous of acquiring said right, title and interest of Assignor;
3. NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration by Assignee to Assignor in hand paid, receipt of all of which is hereby acknowledged, Assignor has agreed to and does hereby sell, assign and transfer unto Assignee, its successors and assigns, all of Assignor's right, title and interest in and throughout the world, in and to said letters patent and patent application and all reissues thereof and reexamination certificates therefore, and the inventions disclosed therein, including Assignor's full right to sue for and recover all damages recoverable from past infringements of said letters patent; including specifically, without limiting the generality of the foregoing, the worldwide letters patent and patent applications listed in Appendix A; and Assignor has further agreed to and does hereby sell, assign and transfer unto Assignee, its successors and assigns, all of Assignor's right, title and interest in and throughout the world in and to said inventions, any other patent applications (including provisional, non-provisional, divisional, continuing, or reissue applications) based in whole or in part on said worldwide letters patent or patent applications or in whole or in part on said inventions, and any and all letter patent (including extensions thereof) of any country which have been or may be granted on any of the aforesaid patent applications or on said inventions or any part thereof; including, specifically, without limiting the generality of the foregoing, the worldwide letters patent and patent applications listed in Appendix A.
4. TO BE HELD AND ENJOYED BY Assignee, its successors and assigns, to the full ends of the respective terms for which said patents have been or may be granted, as fully and entirely as the same would have been held and enjoyed by Assignor had this sale and assignment not been made.
5. AND Assignor hereby authorizes and requests the Patent Offices of the countries wherein said patent applications are filed to issue any and all letters patent which may be granted upon said foreign country patent applications to Assignee, its successors and assigns.
6. AND Assignor hereby agrees to execute without further consideration any further lawful documents and any further assurances, and any provisional, non-provisional, divisional, continuing, reissue or other applications for patents of any country, that may be deemed necessary by said Assignee, its successors or assigns

fully to secure its interest as aforesaid in and to said inventions or any part thereof, and in and to said several patents or any of them.

7. AND Assignor covenants that Assignor has granted no right or license to make, use or sell said inventions to anyone except said Assignee, that prior to the execution of this deed, Assignor's right, title, and interest in said inventions has not been otherwise encumbered, and that Assignor has not executed and will not execute any instrument in conflict herewith.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal.

ASSIGNOR  
NANMA MANUFACTURING CO., LTD

\_\_\_\_\_  
Witness

By: Simon Siu Man Nan  
Title: Managing Director

Date: 27/DEC/2012

ASSIGNEE  
CALIFORNIA EXOTIC NOVELTIES, LLC

Debra Bloom  
Witness

By: [Signature]  
Title

Date: 12/14/12

## **APPENDIX A**

US Design Patent Application No. 29/413,621 Entitled MESSAGE APPARATUS

US Design Patent Application No. 29/413,620 Entitled MESSAGE APPARATUS