

PATENT ASSIGNMENT

Electronic Version v1.1
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| 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>Mark Scatterday</td> <td>01/17/2013</td> </tr> <tr> <td>Craig Weiss</td> <td>01/17/2013</td> </tr> </tbody> </table> | | Name | Execution Date | Mark Scatterday | 01/17/2013 | Craig Weiss | 01/17/2013 | | | | |
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| Mark Scatterday | 01/17/2013 | | | | | | | | | | |
| Craig Weiss | 01/17/2013 | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | |
| <table border="1"> <tr> <td>Name:</td> <td>NJOY, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>15211 N. Kierland Blvd, Suite 200</td> </tr> <tr> <td>City:</td> <td>Scottsdale</td> </tr> <tr> <td>State/Country:</td> <td>ARIZONA</td> </tr> <tr> <td>Postal Code:</td> <td>85251</td> </tr> </table> | | Name: | NJOY, Inc. | Street Address: | 15211 N. Kierland Blvd, Suite 200 | City: | Scottsdale | State/Country: | ARIZONA | Postal Code: | 85251 |
| Name: | NJOY, Inc. | | | | | | | | | | |
| Street Address: | 15211 N. Kierland Blvd, Suite 200 | | | | | | | | | | |
| City: | Scottsdale | | | | | | | | | | |
| State/Country: | ARIZONA | | | | | | | | | | |
| Postal Code: | 85251 | | | | | | | | | | |
| 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>13741109</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 13741109 | | | | | | |
| Property Type | Number | | | | | | | | | | |
| Application Number: | 13741109 | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | |
| <p>Fax Number: 4809472663 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 480-994-8888 Email: hisaacs@weissiplaw.com Correspondent Name: WEISS & MOY PC Address Line 1: 4204 NORTH BROWN AVENUE Address Line 4: SCOTTSDALE, ARIZONA 85251</p> | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 6423P3594CONT | | | | | | | | | | |
| NAME OF SUBMITTER: | Veronica-Adele R. Cao | | | | | | | | | | |
| <p>Total Attachments: 2 source=NJOY_6423P3594cont_ASGN#page1.tif source=NJOY_6423P3594cont_ASGN#page2.tif</p> | | | | | | | | | | | |

OP \$40.00 13741109

ASSIGNMENT

WHEREAS WE, the below named inventors, [hereinafter referred to as Assignors], have made an invention entitled "**ELECTRONIC CIGARETTE HAVING A PAPER LABEL**" described, illustrated and claimed in a U.S. Patent Application being filed in the United States of America,

Inventors: **Mark Scatterday** and **Craig Weiss**

for which We are executing an application for United States Letters Patent concurrently herewith; and

WHEREAS, **NJOY, Inc. 15211 North Kierland Blvd, Suite 200 Scottsdale, AZ 85254**, hereinafter referred to as "Assignee"), is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from Assignee is hereby acknowledged, We, as Assignors, have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, my/our entire right, title, and interest in and to this invention and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of the above provisional application (if any), as well as all rights to claim priority on the basis of this application, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and We hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, WE HEREBY covenant that WE have the full right to convey the interest assigned by this Assignment, and WE have not executed and will not execute any agreement in conflict with this Assignment;

AND, WE HEREBY further covenant and agree that WE will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to me/us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper

patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

IN TESTIMONY WHEREOF, WE have hereunto set our hands as of this 14 day of Jan, 2013.

X

Mark Scatterday

X

Craig Weiss