

## 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>Benjamin Ma</td><td>02/21/2013</td></tr><tr><td>Brett D. McIntire</td><td>02/22/2013</td></tr><tr><td>Jessica L. Todd</td><td>02/21/2013</td></tr></tbody></table>	Name	Execution Date	Benjamin Ma	02/21/2013	Brett D. McIntire	02/22/2013	Jessica L. Todd	02/21/2013			
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Brett D. McIntire	02/22/2013										
Jessica L. Todd	02/21/2013										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Brita LP</td></tr><tr><td>Street Address:</td><td>1221 Broadway</td></tr><tr><td>City:</td><td>Oakland</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>94612</td></tr></table>	Name:	Brita LP	Street Address:	1221 Broadway	City:	Oakland	State/Country:	CALIFORNIA	Postal Code:	94612	
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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>29447997</td></tr></tbody></table>	Property Type	Number	Application Number:	29447997							
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CORRESPONDENCE DATA											
Fax Number: 5102711652 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone: 512-590-1076											
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ATTORNEY DOCKET NUMBER:	482.416										
NAME OF SUBMITTER:	Stacy Combs										
Total Attachments: 6 source=482.416 Assignment-BMa#page1.tif source=482.416 Assignment-BMa#page2.tif source=482.416 Assignment-BMcIntire#page1.tif source=482.416 Assignment-BMcIntire#page2.tif source=482.416 Assignment-JTodd#page1.tif source=482.416 Assignment-JTodd#page2.tif											

CH \$40.00 29447997

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PATENT  
REEL: 029950 FRAME: 0980

**ASSIGNMENT**

WHEREAS, **BENJAMIN MA, BRETT D. MCINTIRE** and **JESSICA L. TODD**, hereinafter referred to as **ASSIGNORS**, have invented a new and unobvious invention entitled:

**SLEEVE FOR A WATER PITCHER**

for which application for Design Patent of the United States such application being identified by having been granted Serial No. \_\_\_\_\_, a filing date of \_\_\_\_\_; and

WE HEREBY AUTHORIZE the Assignee to insert in this assignment document the filing date and serial number of the application if the date and number are unavailable at the time this document is executed.

WHEREAS, **BRITA LP**, a Delaware corporation having a place of business at Oakland, California, hereinafter referred to as **ASSIGNEE**, is desirous of acquiring the entire right, title and interest in and to said application and said invention, in and to any and all improvements relating to said invention, and in and to Design Patent thereon, when granted in the United States and all foreign countries; and

WHEREAS, **ASSIGNORS** acknowledges that pursuant to his employment agreements and the terms of this instrument, they are under a continuing obligation to assign all right, title and interest in, to and under the invention which is the subject of the referred-to application for Design Patent and any improvements thereof and all divisions, continuations and continuations-in-part thereof, to **BRITA LP**, its successors, legal representatives and assigns in accordance with this instrument;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and for other good and valuable consideration received by **ASSIGNORS** from **ASSIGNEE**, the receipt of which is hereby acknowledged by **ASSIGNORS**:

1. **ASSIGNORS** hereby sell, assign, transfer and convey unto **ASSIGNEE**, the entire right, title and interest in and to said application and said invention and improvements; including all priority rights under the International Convention associated with the filing of said application, for each country of the Union; and in and to any and all Design Patent on said invention and improvements that may be granted by the United States or any foreign countries, including each and every Design Patent granted on any application which is a division, substitution, continuation or continuation-in-part of any application relating to said invention or improvements, and in and to each and every reissue or extension of said Design Patent.

2. **ASSIGNORS** hereby warrant, covenant and represent the fact to be that he have not theretofore granted any license, right or privilege in respect to the said application or said invention or improvements, or in any other way encumbered the same, and that they have the full right to convey, free of all licenses and encumbrances, the entire interest hereby assigned.

3. **ASSIGNORS** covenant and agrees that at the request and expense of **ASSIGNEE** they will promptly execute all papers necessary or desirable to perfect ownership of said invention, improvements, applications or said Design Patent in **ASSIGNEE**, and execute all oaths and other papers necessary or desirable for prosecuting said application, for use in interference proceedings involving said invention or improvements, for refiling said applications, for filing of said divisional, substitution, continuation or continuation-in-part applications covering said invention or improvements which are deemed necessary or desirable by **ASSIGNEE**, for reissuance of said Design

Patent, or for the filing of foreign countries of applications for Design Patent conferring said invention or improvements.

ASSIGNORS further covenant and agree that at the expense and request of ASSIGNEE they will promptly assist ASSIGNEE in interference proceedings involving said invention or improvements, and in litigation involving said Design Patent, and will assist in the ascertainment of facts and the production of evidence relating to said invention or improvements.

4. The terms, covenants and provisions of this assignment shall inure to the benefit of ASSIGNEE, its successors, assigns and other, legal representatives, and shall be binding upon ASSIGNORS, their heirs, legal representatives and assigns.

5. ASSIGNORS hereby authorize and request the COMMISSIONER OF PATENTS AND TRADEMARK to issue the United States Design Patent on their invention, when granted, unto

BRITA LP

its successors, assigns and other legal representatives in accordance with this agreement.

IN TESTIMONY WHEREOF, I, BENJAMIN MA, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS 21 DAY OF FEBRUARY, 2013.

  
BENJAMIN MA

IN TESTIMONY WHEREOF, I, BRETT D. MCINTIRE, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS \_\_\_\_\_ DAY OF FEBRUARY, 2013.

\_\_\_\_\_  
BRETT D. MCINTIRE

IN TESTIMONY WHEREOF, I, JESSICA L. TODD, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS \_\_\_\_\_ DAY OF FEBRUARY, 2013.

\_\_\_\_\_  
JESSICA L. TODD

File No.: 482.416

**ASSIGNMENT**

WHEREAS, **BENJAMIN MA, BRETT D. MCINTIRE** and **JESSICA L. TODD**, hereinafter referred to as ASSIGNORS, have invented a new and unobvious invention entitled:

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\_\_\_\_\_  
BENJAMIN MA

IN TESTIMONY WHEREOF, I, BRETT D. MCINTIRE, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS 22 DAY OF FEBRUARY \_\_\_\_\_, 2013.

  
BRETT D. MCINTIRE

IN TESTIMONY WHEREOF, I, JESSICA L. TODD, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS \_\_\_\_\_ DAY OF FEBRUARY \_\_\_\_\_, 2013.

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