

03/04/2013

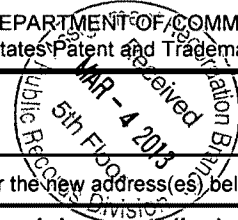
Form PTO-1595 (Rev. 06-12)
OMB No. 0651-0027 (exp. 04/30/2015)



U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

103655927
PATENTS ONLY

EET



To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

MRD 3-04-13

1. Name of conveying party(ies)

Benjamin J. Denzinger

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 02/26/2013

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

2. Name and address of receiving party(ies)

Name: Sun Coast Merchandise Corporation

Internal Address: _____

Street Address: 6315 Bandini Blvd.

City: Commerce

State: CA

Country: USA Zip: 90040

Additional name(s) & address(es) attached? Yes No

4. Application or patent number(s):

This document serves as an Oath/Declaration (37 CFR 1.63).

A. Patent Application No.(s)

B. Patent No.(s)

29/395,352

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Steven E. Shapiro

Internal Address: _____

Street Address: 1223 Wilshire Blvd. #461

City: Santa Monica

State: CA Zip: 90403

Phone Number: 310-428-4776

Docket Number: NEO1002

Email Address: steven@stevenshapirolaw.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40

- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

Deposit Account Number _____

Authorized User Name 03/05/2013 HTON11 00000120 29395352

01 FC:0021

40.00 01

9. Signature:

Steven E. Shapiro
Signature

02/26/2013

Date

Steven E. Shapiro

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: **2**

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, the undersigned, **BENJAMIN J. DENZINGER**, does hereby sell, assign, and transfer to: Sun Coast Merchandise Corporation, a California corporation, having a place of business at 6315 Bandini Boulevard, Commerce, California 90040 ("Assignee"), its successors, assigns, and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to any and all inventions and improvements which are disclosed in the application for United States Letters Patent

- which has been executed by the undersigned concurrently herewith.
- which was filed on January 6, 2012, and assigned Serial No. 29/395,352.

and is entitled: **LAPTOP COMPUTER BAG** and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application; and

Agree that said Assignee may apply for and receive Letters patent for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications to patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives; and

Represent and warrant to Assignee, its successors, assigns and legal representative that no assignment, grant mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Name *Ben J. Denzinger*
Benjamin J. Denzinger

Date 2/26/2013

Witness Steven E. Shapiro
Signature *Steven E. Shapiro*