

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>Brian Bock</td> <td>03/01/2013</td> </tr> </tbody> </table>		Name	Execution Date	Brian Bock	03/01/2013
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Brian Bock	03/01/2013				
RECEIVING PARTY DATA					
Name:	Hamilton Beach Brands, Inc.				
Street Address:	4421 Waterfront Drive				
City:	Glen Allen				
State/Country:	VIRGINIA				
Postal Code:	23060				
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>29447180</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29447180
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Application Number:	29447180				
CORRESPONDENCE DATA					
Fax Number:	8045277218				
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>					
Phone:	8045277168				
Email:	alex.raring@hamiltonbeach.com				
Correspondent Name:	Alexander D Raring				
Address Line 1:	4421 Waterfront Drive				
Address Line 4:	Glen Allen, VIRGINIA 23060				
ATTORNEY DOCKET NUMBER:	13.026				
NAME OF SUBMITTER:	Alexander D. Raring				
Total Attachments: 2 source=executedassignment#page1.tif source=executedassignment#page2.tif					

OP \$40.00 29447180

ASSIGNMENT

For good and valuable considerations, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, I, Brian Bock of 5708 Sandstone Ridge Rd., Midlothian, VA 23112.

Hereby sell, assign and transfer to HAMILTON BEACH BRANDS, INC., a Delaware corporation, having a place of business at 4421 Waterfront Drive, City of Glen Allen, County of Henrico, State of Virginia, U.S.A., its successors, assigns, and legal representatives, our entire right, title, and interest, for all countries, in and to any and all inventions or improvements which are disclosed and claimed, and any and all inventions or improvements which are disclosed but not claimed, in the application for United States Letters Patent, Serial No.29/447180, titled Kitchen Appliance Having a Base with a Handle and Enclosing a Motor, filed in the United States Patent and Trademark Office on March 1, 2013, and in and to said application and all continued prosecution, divisional, continuing, substitute, renewal, reissue, and all other applications for letters patent, inventor's certificates, design registrations or the like intellectual property rights, in all countries which have been or shall be filed on any of said inventions or improvements disclosed in said application, and in and to all original and reissued patents, inventor's certificates, design registrations or the like intellectual property rights, which have been or shall be issued on said inventions or improvements;

Authorize said Assignee, HAMILTON BEACH BRANDS, INC., or its attorneys to insert above the filing date and serial number of said application when the same are known;

Authorize and request the Commissioner of Patents, and Trademarks to issue to said Assignee, HAMILTON BEACH BRANDS, INC., its successors, assigns and legal representatives, in accordance with this assignment, any and all United States Letters Patent on said inventions or improvements, or any of them, disclosed in said application;

Authorize said Assignee, HAMILTON BEACH BRANDS, INC., its successors, assigns and legal representatives, to apply in its own name in any foreign country for a patent, inventor's certificate, design registration or the like intellectual property right for said inventions or improvements, and sell, assign and transfer to said Assignee, HAMILTON BEACH BRANDS, INC., its successors, assigns and legal representatives, all rights of priority obtainable on the basis of the International Convention for the Protection of Industrial Property;

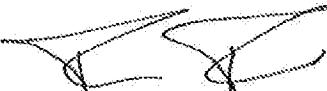
Agree that, when requested, without charge to but at the expense of said Assignee, HAMILTON BEACH BRANDS, INC., its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this assignment, we will, for all countries, execute all continued prosecution, divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said inventions or improvements; execute all rightful oaths and other papers; communicate to said Assignee, HAMILTON BEACH BRANDS, INC., its successors, assigns and legal representatives, all facts known to us relating to said inventions or improvements and the history thereof; testify in all legal proceedings; and generally do everything possible which said Assignee, HAMILTON BEACH BRANDS, INC., its successors, assigns or legal representatives shall consider desirable for aiding in securing, maintaining and

enforcing proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements and all applications for patents, inventor's certificates, design registrations and the like intellectual property rights, and all patents, inventor's certificates, design registrations and the like intellectual property rights, on said inventions or improvements, in said Assignee, HAMILTON BEACH BRANDS, INC., its successors, assigns and legal representatives;

Agree to hold in trust, keep confidential, not make use of, and not disclose or reveal to any third party all facts known to us relating to said inventions or improvements and the history thereof without HAMILTON BEACH BRANDS, INC. prior written consent;

Appoint said Assignee, HAMILTON BEACH BRANDS, INC., to be Assignors' attorney-in-fact to execute assignments and other documents and do lawful acts related to the interest conveyed herein that may be reasonably necessary or desirable to secure maintain and enforce any and all patents, inventor's certificates, design registrations and the like intellectual property rights for said inventions or improvements and Assignor's title thereto, provided that such assignments, documents and lawful acts shall not be inconsistent with the terms and conditions of this Agreement; and

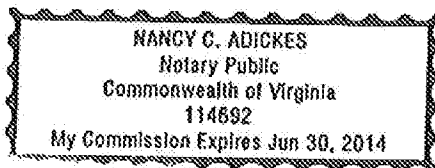
Covenant with said Assignee, HAMILTON BEACH BRANDS, INC., its successors, assigns, and legal representatives that we have made to others no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed, and that we have full right to convey the same as herein expressed.

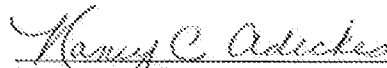


BRIAN BOCK

STATE OF VIRGINIA :
 : ss.
COUNTY OF HENRICO :

Before me, this 1st day of March, 2013, personally appeared Brian Bock, to me personally known to be the person who is described in and who executed the above instrument, and he acknowledged to me that he executed the same of his own free will for the purposes therein set forth.





Notary Public