

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>Russell E. Bell</td> <td>04/22/2013</td> </tr> <tr> <td>Brett Z. Green</td> <td>05/22/2013</td> </tr> <tr> <td>Allison J. Fretwell</td> <td>04/19/2013</td> </tr> </tbody> </table>		Name	Execution Date	Russell E. Bell	04/22/2013	Brett Z. Green	05/22/2013	Allison J. Fretwell	04/19/2013
Name	Execution Date								
Russell E. Bell	04/22/2013								
Brett Z. Green	05/22/2013								
Allison J. Fretwell	04/19/2013								
RECEIVING PARTY DATA									
Name:	Brita LP								
Street Address:	1221 Broadway								
City:	Oakland								
State/Country:	CALIFORNIA								
Postal Code:	94612								
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>29455625</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29455625				
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Application Number:	29455625								
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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Correspondent Name:	Brita LP								
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ATTORNEY DOCKET NUMBER:	482.428								
NAME OF SUBMITTER:	Stacy H. Combs								
Signature:	/Stacy H. Combs/								
Date:	05/22/2013								

CH \$40.00 29455625

PATENT

Total Attachments: 6

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source=482.428 Assignment-AFretwell#page2.tif

ASSIGNMENT

WHEREAS, RUSSELL E. BELL, BRETT Z. GREEN and ALLISON J. FRETWILL, hereinafter referred to as ASSIGNORS, have invented a new and unobvious invention entitled:

LID AND STRAP ASSEMBLY FOR A WATER BOTTLE

for which application for Design Patent of the United States such application being identified by having been granted Serial No. 29/455,625, a filing date of May 22, 2013; 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, RUSSELL E. BELL, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS 22 DAY OF APRIL, 2013.


RUSSELL E. BELL

IN TESTIMONY WHEREOF, I, BRETT Z. GREEN, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS _____ DAY OF APRIL, 2013.

BRETT Z. GREEN

IN TESTIMONY WHEREOF, I, ALLISON J. FRETWELL, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS _____ DAY OF APRIL, 2013.

ALLISON J. FRETWELL

File No.: 482,428

ASSIGNMENT

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IN TESTIMONY WHEREOF, I, RUSSELL E. BELL, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS _____ DAY OF MAY, 2013.

RUSSELL E. BELL

IN TESTIMONY WHEREOF, I, BRETT Z. GREEN, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS 22 DAY OF ~~APRIL~~ May, 2013.

Brett Z. Green
BRETT Z. GREEN

IN TESTIMONY WHEREOF, I, ALLISON J. FRETWELL, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS _____ DAY OF APRIL, 2013.

ALLISON J. FRETWELL

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A S S I G N M E N T

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RUSSELL E. BELL

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BRETT Z. GREEN

IN TESTIMONY WHEREOF, I, ALLISON J. FRETWELL, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS 19 DAY OF APRIL, 2013.



ALLISON J. FRETWELL

File No.: 482.428