

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>Rany JOO</td> <td>05/20/2013</td> </tr> <tr> <td>Chelsea CARTER</td> <td>05/21/2013</td> </tr> <tr> <td>Ellen DIAMANT</td> <td>05/21/2013</td> </tr> <tr> <td>Janet VILLANO</td> <td>05/20/2013</td> </tr> </tbody> </table>		Name	Execution Date	Rany JOO	05/20/2013	Chelsea CARTER	05/21/2013	Ellen DIAMANT	05/21/2013	Janet VILLANO	05/20/2013
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Rany JOO	05/20/2013										
Chelsea CARTER	05/21/2013										
Ellen DIAMANT	05/21/2013										
Janet VILLANO	05/20/2013										
RECEIVING PARTY DATA											
Name:	SKIP HOP, INC.										
Street Address:	50 West 23rd Street										
Internal Address:	10th Floor										
City:	New York										
State/Country:	NEW YORK										
Postal Code:	10010										
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>29455195</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29455195						
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Application Number:	29455195										
CORRESPONDENCE DATA											
Fax Number:	703-739-95										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	703-739-4900										
Email:	sprice@stites.com										
Correspondent Name:	STITES & HARBISON PLLC										
Address Line 1:	1199 NORTH FAIRFAX STREET										
Address Line 2:	SUITE 900										
Address Line 4:	ALEXANDRIA, VIRGINIA 22314										
ATTORNEY DOCKET NUMBER:	P10767US00/SJW										
NAME OF SUBMITTER:	Sheila M. Price										

OP \$40.00 29455195

Signature:	/Sheila M. Price/
Date:	06/17/2013
Total Attachments: 2 source=p10767us00-assignment#page1.tif source=p10767us00-assignment#page2.tif	

ASSIGNMENT OF PATENT APPLICATION

(US and foreign rights - all rights assigned by inventors to a single assignee)

WHEREAS,

- 1) Rany JOO
- 2) Chelsea CARTER
- 3) Ellen DIAMANT
- 4) Janet VILLANO

residing respectively at

- 1) 228 Myrtle Avenue, Hawthorne, NY 10532 UNITED STATES
- 2) 109 Greene Ave 4E, Brooklyn, NY 11238 UNITED STATES
- 3) 50 West 15th Street, New York, NY 10011 UNITED STATES
- 4) 287 5TH Street, Jersey City, NJ 07302 UNITED STATES

(hereinafter referred to as the "ASSIGNOR") has/have invented certain new and useful improvements in ORGANIZER WITH DETACHABLE POUCH

for which an application for a United States Patent

was executed on even date herewith
was executed on
was filed on May 17, 2013, as Application No.: 29/455,195

And WHEREAS, **SKIP HOP, INC.**

whose Post Office Address is 50 West 23rd Street, 10th Floor, New York, NY 10010

(hereinafter referred to as the "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said application and the invention(s) and improvement(s) therein disclosed, for the United States of America or other countries, and any Letters Patent which may issue therefor in the United States or other countries including all divisions, continuations, reissues, renewals and/or extensions thereof.

NOW THEREFORE in consideration of the sum of ten U.S. dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR does hereby assign, sell, transfer and set over unto the ASSIGNEE the entire right, title and interest in and to said application and the invention(s) and improvement(s) therein disclosed, for the United States of America or other countries, and any Letters Patent which may issue therefor in the United States or other countries and all divisions, continuations, reissues, renewals and/or extensions thereof, said ASSIGNEE to have and to hold the interests herein assigned to the full ends of the terms of said Letters Patent and any and all divisions, continuations, re-issues, renewals and/or extensions thereof, respectively, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this assignment not been made.

- 1 -

Stites & Harbison PLLC • 1199 North Fairfax Street • Suite 900 • Alexandria Virginia 22314

2226LT:1083:290167:1:ALEXANDRIA

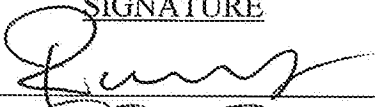

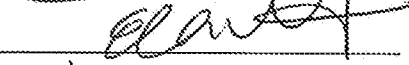
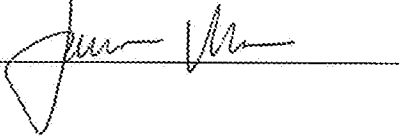
PATENT
REEL: 030625 FRAME: 0643

And for the consideration aforesaid, ASSIGNOR agrees that ASSIGNOR will communicate to said ASSIGNEE or the representatives thereof any facts known to ASSIGNOR respecting the invention(s) and improvement(s) of the said application(s), and will, upon request, but without expense to ASSIGNOR, testify in any legal proceedings, sign all lawful papers, execute all divisional, reissue, continuation, renewal and/or extension applications, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by said ASSIGNEE or by counsel for said ASSIGNEE, to assist or enable said ASSIGNEE to obtain and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the ASSIGNOR's heirs, executors, administrators, successors and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of the ASSIGNEE.

The Commissioner of Patents of the US is requested to issue such Letters Patent in accordance with this assignment.

I hereby authorize and request any attorney of record in said Application or any attorney of Stites & Harbison PLLC, Customer Nos. 881, 24350 or 32885, to insert above any information concerning the identity of the parties or of said Application (including the serial no. and filing date).

<u>NAME</u>	<u>SIGNATURE</u>	<u>DATE</u>
1) Rany JOO		5/20/13
2) Chelsea CARTER		5/21/13
3) Ellen DIAMANT		5/21/13.
4) Janet VILLANO		5-20-13