

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SIROTA HOLDING COMPANY, LLC	06/24/2013
RECEIVING PARTY DATA	
Name:	EXTENDABLE COLLAR STAY CO. LLC
Street Address:	9265 Byron Avenue
City:	Surfside
State/Country:	FLORIDA
Postal Code:	33154
PROPERTY NUMBERS Total: 3	
Property Type	Number
Patent Number:	D671715
Application Number:	13416737
Application Number:	29433281
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	4110.202_US
NAME OF SUBMITTER:	Corinne M. Pouliquen; Reg. No. 35753
Signature:	/Corinne M. Pouliquen/

Date:

07/11/2013

Total Attachments: 2

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## ASSIGNMENT

WHEREAS, SIROTA HOLDING COMPANY, LLC, a company established under the laws of Ohio, whose address is 16 Lyonsgate, Columbus, Ohio, 43209 USA, (hereinafter called "Assignor") is the owner by assignment duly recorded in the United States Patent and Trademark Office of the following United States Letters Patent(s) and/or patent application(s) and related counterparts, both domestic and foreign (hereinafter called "Patent Properties"):

APPLICATION OR PATENT NUMBER	FILING OR ISSUE DATE
US Patent No. D671715	December 4, 2012
US Application No. 13/416,737	March 9, 2012
US Application No. 29/433,281	September 27, 2012
CN Application No. 201230532972.7	November 5, 2012

The undersigned has reviewed all the documents in the chain of title identified above; and to the best of the undersigned's knowledge and belief, title is in the Assignor. The undersigned is empowered to sign this Assignment on behalf of the Assignor.

WHEREAS, EXTENDABLE COLLAR STAY CO. LLC, a company established under the laws of New York, whose address is 9265 Byron Avenue, Surfside, Florida 33154, USA, (hereinafter called "Assignee") is desirous of acquiring the entire right, title and interest for the United States, its territories, dependencies and possessions, in and to said Patent Properties (and/or patents that may be granted therefrom), and any confirmations, divisions, continuations, reexaminations, reissues or extensions of the same;

Now, To All Whom It May Concern: Be it known that for and in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, transferred and set over, and does hereby sell, assign, transfer and set over, unto Assignee, its successors, assigns and legal representatives, the entire right, title and interest for the United States, its territories, dependencies and possessions, in and to said Patent Properties (and/or patents that may be granted therefrom), and any confirmations, divisions, continuations, reexaminations, reissues or extensions thereof; the same to be held and enjoyed by Assignee, its successors, assigns and legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made, together with all claims for damages by reason of past infringement of said Patent Properties with the right to sue for and collect the same for its own use and for the use of its successors, assigns and legal representatives.

Assignor agrees that this assignment is binding on Assignor and its heirs, successors, assigns and legal representatives.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States to issue any Letters Patent of the United States, resulting from said Patent Properties and any confirmations, divisions, continuations, reexaminations, reissues or extensions thereof, to Assignee.

Assignor agrees to execute all papers necessary in connection with any interference which may be declared concerning said Patent Properties (and/or patents that may be granted therefrom), or any confirmation, division, continuation, reexamination or reissue thereof, and to cooperate with Assignee in every way possible in obtaining evidence and going forward with such interference.

Assignor covenants that it has full right to convey the interest herein assigned and that it has not executed and will not execute any agreement in conflict herewith.


Assignor agrees to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

Assignor agrees to perform all affirmative acts which may be necessary to obtain, maintain or confirm by reissue or reexamination a grant of a valid United States patent to Assignee.

Assignor grants the firm of BERENATO & WHITE, LLC the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

6/24/12

Date



David B. Schottenstein  
Member