

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>Clive Solari</td> <td>05/03/2013</td> </tr> <tr> <td>D3 Product Design Pty Ltd</td> <td>05/03/2013</td> </tr> </tbody> </table>		Name	Execution Date	Clive Solari	05/03/2013	D3 Product Design Pty Ltd	05/03/2013				
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Clive Solari	05/03/2013										
D3 Product Design Pty Ltd	05/03/2013										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>McPherson's Limited</td> </tr> <tr> <td>Street Address:</td> <td>5 Dunlop Road</td> </tr> <tr> <td>City:</td> <td>Mulgrave, Victoria</td> </tr> <tr> <td>State/Country:</td> <td>AUSTRALIA</td> </tr> <tr> <td>Postal Code:</td> <td>3170</td> </tr> </table>		Name:	McPherson's Limited	Street Address:	5 Dunlop Road	City:	Mulgrave, Victoria	State/Country:	AUSTRALIA	Postal Code:	3170
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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>29441231</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29441231						
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CORRESPONDENCE DATA											
<p>Fax Number: 2063597198 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (206)359-8000 Email: assignmentconfirmations@perkinscoie.com Correspondent Name: Perkins Coie LLP Address Line 1: P.O. Box 1247 Address Line 2: Patent - SEA Address Line 4: Seattle, WASHINGTON 98111-1247</p>											
NAME OF SUBMITTER:	Cheryl A. Penner										
Signature:	/Cheryl A. Penner/										
Date:	09/11/2013										
Total Attachments: 10											

502491895

PATENT
 REEL: 031186 FRAME: 0295

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phillips ormonde fitzpatrick
intellectual property

DEED OF ASSIGNMENT

patent & trade mark attorneys

PO Box 323 Collins Street West Vic 8007 Australia | Level 21 367 Collins Street Melbourne 3000 t +61 3 9614 1944 f +61 3 9614 1867 pof.com.au

PATENT
REEL: 031186 FRAME: 0297

DEED OF ASSIGNMENT

THIS DEED is made the day of 2013

BETWEEN Clive Solari of 15 Namoi Place, Lindfield,
New South Wales 2070, Australia ("the
Author")

AND D3 Product Design Pty Ltd of 106
Boundary Street, Paddington, New South
Wales 2021, Australia ("the Assignor")

AND McPherson's Limited (ACN 004 068 419)
of 5 Dunlop Road, Mulgrave, Victoria
3170, Australia ("the Assignee")

RECITALS

- A. The Assignee is the applicant named in the applications for the grant of registered designs set out in the Schedule ("the Design Applications") in respect of the design the title of which is set out in the Schedule ("the Design").
- B. The Assignee commissioned the Assignor to make the Design and Assignor agreed to make the Design for the Assignee.
- C. The Author is an employee of the Assignor, and made the Design in the course of their employment.
- D. The Assignor and the Assignee have agreed that all rights in relation to the Design are to be owned by the Assignee.
- E. The parties have executed this Deed to give effect to the Agreement referred to in Recital D, and in consideration of the payment of the sum of \$1.00 by the Assignee to the Assignor and the Author, receipt of which is acknowledged.

ASSIGNMENT

- 1. The Assignor assigns absolutely to the Assignee at the date of this Deed the whole of any rights the Assignor may have throughout the world in relation to:
 - (a) the Design, including but not limited to the right to apply for a design registration in respect of the Design in any country of the world; and


- (b) the Design Applications, including but not limited to the right to claim priority from the Design Applications in respect of applications to register the Design anywhere in the world; and
 - (c) the right to bring legal proceedings, and to obtain any relief to which the Assignor would have been entitled but for this paragraph, in respect of any infringement of its rights in relation to the Design which occur before or after the date of this Deed.
- 2. For the avoidance of doubt, the Author assigns absolutely to the Assignee at the date of this Deed the whole of any rights he may have throughout the world in relation to:
 - (a) the Design, including but not limited to the right to apply for a design registration in respect of the Design in any country of the world; and
 - (b) the Design Applications, including but not limited to the right to claim priority from the Design Applications in respect of applications to register the Design anywhere in the world; and
 - (c) the right to bring legal proceedings, and to obtain any relief to which the Assignor would have been entitled but for this paragraph, in respect of any infringement of its rights in relation to the Design which occur before or after the date of this Deed.
- 3. The Assignor agrees to provide any assistance reasonably required by the Assignee in order to give full effect to this Deed (including but not limited to the execution of any documents). The Assignor irrevocably appoints each of the directors of the Assignee as the Assignor's attorney to do all acts and execute all documents which the Assignor is obliged to do or execute by this clause.
- 4. The Author agrees to provide any assistance reasonably required by the Assignee in order to give full effect to this Deed (including but not limited to the execution of any documents). The Author irrevocably appoints each of the directors of the Assignee as the Author's attorney to do all acts and execute all documents which the Author is obliged to do or execute by this clause.
- 5. The Assignee shall be responsible for paying the costs of preparation and execution of this Deed and for any stamp duty payable in respect of this Deed or the assignment.

SCHEDULE

COUNTRY	NUMBER	FILING DATE	TITLE
Australia	AU1309/2012	3 July 2012	Cheese Knife
United States of America	29/441,231	2 January 2013	Cheese Knife

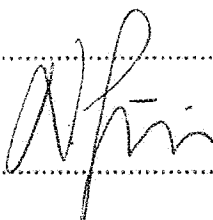
EXECUTED AS A DEED

SIGNED, SEALED AND DELIVERED by
Clive Solari

 (Signature)

in the presence of

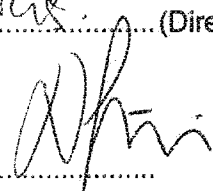
DMD FRANCIS
Name of Witness

 (Signature of Witness)

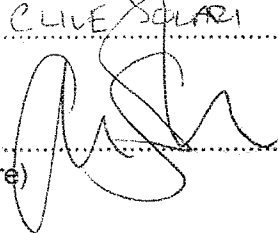
EXECUTED AS A DEED

SIGNED, SEALED AND DELIVERED by
EXECUTED for and on behalf of
D3 Product Design Pty Ltd

by DMD FRANCIS (Director/Secretary/Sole Director and
Secretary)
(Name)


(Signature)

and by CLIVE SOLARI (Director)
(Name)


(Signature)

EXECUTED AS A DEED

SIGNED, SEALED AND DELIVERED by
EXECUTED for and on behalf of
McPherson's Limited

by (Director/Secretary/Sole Director and
Secretary)
(Name)

.....
(Signature)

and by (Director)
(Name)

.....
(Signature)

DEED OF ASSIGNMENT

patent & trade mark attorneys

PO Box 323 Collins Street West Vic 8007 Australia | Level 21 367 Collins Street Melbourne 3000 | t +61 3 9614 1944 | f +61 3 9614 1867 | pof.com.au

PATENT
REEL: 031186 FRAME: 0302

DEED OF ASSIGNMENT

THIS DEED is made the 21st day of April 2013

BETWEEN Clive Solari of 15 Namoi Place, Lindfield,
New South Wales 2070, Australia ("the
Author")

AND D3 Product Design Pty Ltd of 106
Boundary Street, Paddington, New South
Wales 2021, Australia ("the Assignor")

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COUNTRY	NUMBER	FILING DATE	TITLE
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United States of America	29/441,231	2 January 2013	Cheese Knife

EXECUTED AS A DEED

SIGNED, SEALED AND DELIVERED by
Clive Solari

..... (Signature)

in the presence of

.....
Name of Witness

..... (Signature of Witness)

EXECUTED AS A DEED

SIGNED, SEALED AND DELIVERED by
EXECUTED for and on behalf of
D3 Product Design Pty Ltd

by (Director/Secretary/Sole Director and
Secretary)
(Name)

.....
(Signature)

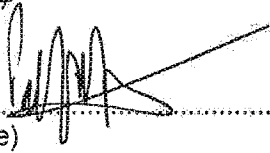
and by (Director)
(Name)

.....
(Signature)

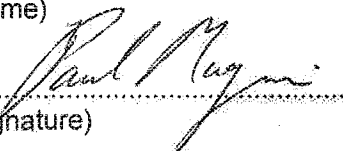
EXECUTED AS A DEED

SIGNED, SEALED AND DELIVERED by
EXECUTED for and on behalf of
McPherson's Limited

by PAUL WITHERIDGE (Director/Secretary/Sole Director and
Secretary)
(Name)


(Signature)

and by PAUL JOHN MAGUIRE (Director)
(Name)


(Signature)