

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
IDEO LLC	04/12/2013
RECEIVING PARTY DATA	
Name:	Seventh Generation, Inc.
Street Address:	60 Lake St.
City:	Burlington
State/Country:	VERMONT
Postal Code:	05401
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29456625
CORRESPONDENCE DATA	
Fax Number:	8028601208
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Correspondent Name:	Justin W. McCabe
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Address Line 4:	Burlington, VERMONT 05402-0545
ATTORNEY DOCKET NUMBER:	83.001.USD1
NAME OF SUBMITTER:	Justin W. McCabe
Signature:	/Justin W. McCabe/
Date:	09/16/2013
Total Attachments: 2 source=IDEO Assignment#page1.tif source=IDEO Assignment#page2.tif	

OP \$40.00 29456625

ASSIGNMENT

This ASSIGNMENT is entered into as of this 1st day of April, 2013 ("Effective Date") by and among IDEO LLC, a Michigan limited liability company ("IDEO") and Seventh Generation, Inc., a Vermont corporation ("SVG").

WHEREAS, IDEO and SVG entered into an IDEO Services Agreement ("Services Agreement") dated December 3, 2012, in which SVG engaged IDEO to provide product design services;

WHEREAS, Jeewon Jung and Michael Patrick Brown, employees of IDEO, invented a new and nonobvious ornamental bottle design (the "Design"), details of which are attached as Exhibit A, pursuant to the Services Agreement and have assigned all right, title, and interest in and to the Design to IDEO; and

WHEREAS, SVG is desirous of acquiring the entire right, title, and interest in and to the Design and in and to any patents obtained therefore;

NOW, THEREFORE, the Parties wish to transfer and assign from IDEO to SVG all right, title, and interest in and to the Design and agree as follows:

For good and valuable consideration, as set forth in the Services Agreement, the receipt and sufficiency of which is hereby acknowledged, IDEO does hereby confirm its sale, assignment, transfer and setting over to SVG, the Design and any inventions therein, any continuation and divisional patent applications claiming priority on patent applications developed from the Design, all corresponding foreign counterparts of patent applications and patents developed from the Design, any renewals, reissue, reissues, or extensions of patent applications including the Design which may be granted, any certificates of reexamination which may be granted, the same to be held and enjoyed by SVG for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, to the end of the term or terms for which patent applications including the Design are or may be granted, reissued, renewed or extended as fully and entirely as the same would have been held and enjoyed by IDEO, if this assignment and sale had not been made; together with the right to sue for, and collect the same for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives.

AND, for the consideration aforesaid, IDEO does hereby agree that IDEO and its legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to SVG, its successors and representatives all facts known to us relating to the Design and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in SVG, its successors or assigns the entire right, title and interest in and to the Design and corresponding inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore, IDEO covenants and agrees with SVG, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein

conveyed has been made or will be made to others by IDEO and that full right to convey the same as herein expressed is possessed by IDEO.

In Witness Whereof, the Parties, by their duly authorized representatives, have executed this Assignment.

IDEO LLC

Seventh Generation, Inc.

By: 

By: _____

Title: Managing Director

Title: _____

Date: 4/12/2013

Date: _____

4848-1721-5251, v. 1