

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Erica D. Givens	09/16/2013
RECEIVING PARTY DATA	
Name:	Acire Brands, LLC
Street Address:	9683 County Road 231
City:	Wildwood
State/Country:	FLORIDA
Postal Code:	34785
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29467204
CORRESPONDENCE DATA	
Fax Number:	8007261491
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	8139258505
Email:	patents@smithhopen.com
Correspondent Name:	Smith & Hopen, P.A.
Address Line 1:	180 Pine Ave. North
Address Line 4:	Oldsmar, FLORIDA 34677
ATTORNEY DOCKET NUMBER:	2843.01
NAME OF SUBMITTER:	Nilay J. Choksi
Signature:	/nilay j choksi/
Date:	09/18/2013
Total Attachments: 3 source=Executed-Combined-Assignment-and-Declaration#page1.tif source=Executed-Combined-Assignment-and-Declaration#page2.tif source=Executed-Combined-Assignment-and-Declaration#page3.tif	

OP \$40.00 29467204

COMBINED ASSIGNMENT AND DECLARATION

DESIGN APPLICATION

---

As a below named inventor, I hereby declare that:

TYPE OF DECLARATION

This declaration is for an original design patent application.

---

TITLE OF INVENTION

PURSE ORGANIZER

---

SPECIFICATION IDENTIFICATION

The specification is attached hereto.

---

DECLARATION

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

---

ASSIGNMENT OF RIGHTS IN PATENT APPLICATION

Assignor:

Erica D. Givens

P.O. Box 76203

Tampa, FL 33675

Assignee:

Acire Brands, LLC

9683 County Road 231

Wildwood, FL 34785

WHEREAS, I, the above-identified Assignor, am an original inventor or an original joint inventor of a claimed invention in the above-identified U.S. patent application, hereinafter referred to as the "patent application";

And, whereas I desire to assign a 100% undivided interest in said patent application to the above-identified Assignee, and wherein said Assignee is desirous of acquiring the entire right, title and interest in the same;

Now, this indenture witnesseth, that for value received, the receipt and sufficiency whereof is hereby acknowledged;

I hereby assign, sell and transfer a 100% undivided interest in the entirety of the bundle of rights, title, and interest in and to said patent application, unto said Assignee, together with all claims for damages and profits by reason of any past infringement of said letters patent and the right to sue therefor, and together with the right to file said patent application or any division, continuation, or continuation-in-part thereof in the United States or any foreign jurisdiction under the Paris Convention or the Patent Cooperation Treaty, such interests, claims, and rights, to be held and enjoyed by the Assignee for its own use and for its successors and assigns, to the full end of the term for which a patent issuing from said patent application may be granted, and any reissues, renewals, or extensions thereof as may be granted, as fully and entirely as the same would have been held by Assignor had this Assignment and sale not been made;

And I further agree to execute all necessary and lawful future documents, including assignments in favor of Assignee, or its designees as Assignee or its Assignees may from time-to-time present to me in order to perfect title in said patent application;

And I further covenant that no assignment, sale, agreement, or encumbrance has been or will be made or entered into which would conflict with this assignment and sale;

And I further covenant that Assignee will, upon its request, be provided promptly with all pertinent facts and documents relating to said patent application as may be known and accessible to me and I will testify to the same in any interference or litigation related thereto and will promptly execute and deliver to Assignee or its legal representatives any and all papers, instruments, declarations, or affidavits required to apply for, obtain, maintain, and enforce said patent application or patent issuing therefrom which may be necessary or desirable to carry out the purposes hereof;

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

Upon being duly cautioned, I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true and further that false statements and the like so made are punishable by fine, imprisonment or both under Section 1001 of Title 18 of the United States Code, and that such willful, false statements may jeopardize the validity of the patent application and any patent issuing therefrom.

SIGNATURE

Legal Name of Inventor-Assignor Erica D. Givens

Signature of Inventor-Assignor *Erica D. Givens*

Date Sept. 16, 2013