

PATENT ASSIGNMENT COVER SHEET

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| LIPSON ASSOCIATES, INC. (D/B/A BRAND-IMAGE) | 04/24/2012 |
| RECEIVING PARTY DATA | |
| Name: | S.C. JOHNSON & SON, INC. |
| Street Address: | 1525 HOWE STREET |
| Internal Address: | MS 077 |
| City: | RACINE |
| State/Country: | WISCONSIN |
| Postal Code: | 53403 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 29416947 |
| CORRESPONDENCE DATA | |
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| <i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i> | |
| Correspondent Name: | S.C. JOHNSON & SON, INC. |
| Address Line 1: | 1525 HOWE STREET |
| Address Line 2: | MS 077 |
| Address Line 4: | RACINE, WISCONSIN 53403 |
| ATTORNEY DOCKET NUMBER: | J-5788D1 |
| NAME OF SUBMITTER: | SUZAN E. LECHNER |
| Signature: | /Suzan E. Lechner/ |
| Date: | 01/24/2014 |
| Total Attachments: 2 source=29416947Assignment3#page1.tif source=29416947Assignment3#page2.tif | |

ASSIGNMENT

WHEREAS, Lipson Associates, Inc. (d/b/a Brand-Image), located at 990 Skokie Blvd., Northbrook, IL 60062, (below referred to as ASSIGNOR), is owner by assignment of an invention for which application for Letters Patent of the United States was filed in the United States Patent and Trademark Office as Application Serial No. 29/416,947, filed March 28, 2012, and entitled BOTTLE; and

WHEREAS, S. C. Johnson & Son, Inc., a corporation duly organized and existing under the laws of the State of Wisconsin, United States of America and having its principal office and place of business at 1525 Howe Street, Racine, Wisconsin 53403 (below referred to as "ASSIGNEE") is desirous of obtaining ASSIGNOR's entire right, title and interest in and to the aforesaid invention and patent application corresponding patent rights worldwide;


NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR, by these presents does sell, assign and transfer to ASSIGNEE, its full and entire right, title and interest in and to the aforesaid invention, the aforesaid U.S. and all corresponding foreign patent applications, all divisional, continuation, continuation-in-part, reissue and reexamination applications of the aforesaid U.S. application, and all Letters Patent or comparable rights issuing thereon in the United States and in all foreign countries together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and the ASSIGNOR hereby authorizes and requests the U.S. Commissioner of Patent and Trademarks and all foreign Patent offices to issue all Letters Patent or comparable rights issuing on any application as aforesaid to ASSIGNEE, or to its successors, assigns or legal representatives;

ASSIGNOR hereby covenants that ASSIGNOR has full right to convey the entire interest herein assigned, and that ASSIGNOR has not executed, and will not execute, any agreement in conflict herewith;

ASSIGNOR agrees to communicate to ASSIGNEE or to its successors, assigns or legal representatives any and all facts known to it respecting said invention, and to assist ASSIGNEE with obtaining signatures on all lawful papers, including executing all divisional, continuation, continuation-in-part, reissue and reexamination applications, making all rightful oaths and generally doing all lawful acts to aid ASSIGNEE or its successors, assigns or legal representatives to obtain and enforce proper patent protection for said invention in all countries and to enhance or perfect ASSIGNEE's title in and to the invention and patent rights therein.

ASSIGNOR hereby authorizes attorneys for ASSIGNEE to enter on this document any applicable serial numbers and filing dates after ASSIGNOR's execution of this document.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 24 day
(Day of month)
of APRIL, 2012.
(Month) (Year)



(Signature)
Alison Schulte
(Authorized Officer's Name)
Executive Vice President, Strategy and
Account Service
(Authorized Officer's Title)