

## PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SAM CUTLER	12/11/2013
RECEIVING PARTY DATA	
Name:	DESIGN BRIDGE LIMITED
Street Address:	18 CLERKENWELL CLOSE
City:	LONDON
State/Country:	UNITED KINGDOM
Postal Code:	EC1R 0QN
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29473382
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ATTORNEY DOCKET NUMBER:	P242680.US.01
NAME OF SUBMITTER:	DANIELLE M. CASTEEL
Signature:	/Danielle M. Casteel/
Date:	02/06/2014
Total Attachments: 3 source=P242680US01_AssignmentCutlerDesignBridge#page1.tif source=P242680US01_AssignmentCutlerDesignBridge#page2.tif source=P242680US01_AssignmentCutlerDesignBridge#page3.tif	

**ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT:**

**Assignor(s):**

Sam Cutler  
18 Clerkenwell Close  
London, EC1R 0QN  
United Kingdom

**Assignee:**

Design Bridge Limited  
18 Clerkenwell Close  
London EC1R 0QN  
United Kingdom  
State of Incorporation: United Kingdom

**DESIGN APPLICATION SUBJECT TO THE ASSIGNMENT:**

Serial Number..... 29/473,382  
Filing Date..... 20 November 2013  
Attorney Docket No. .... P242680.US.01  
Title: BOTTLE

WHEREAS, the Assignor identified above has made a certain new, original, and ornamental design disclosed and described in the attached U.S. Design Patent Application identified by the title application number, filing date, and attorney docket number indicated above (the "Design"); and

WHEREAS, Assignor desires to assign any and all right, title and interest to said Design, and any continuation, continuation-in-part, divisional, international, foreign, regional and convention applications corresponding thereto, and any and all design registrations and Design Letters Patent of the United States, and countries and regions foreign thereto which may grant or have granted thereto or be lodged in relation thereto, any reissue or reexamination thereof or to be obtained therefor, any renewals, or substitutes thereof, and any and all priority rights or priority claims, International Convention rights, any and all rights to collect past damages for infringement of any and all design registrations and Letters Patent of the United States, and countries and regions foreign thereto which may be published, which may grant, or have granted thereto or be lodged in relation thereto, and other benefits accruing to or to accrue to Assignor with respect to the filing of applications for patents or securing of patents in the United States, and countries foreign thereto (the "Patent Rights"); and

WHEREAS, the Assignee, a corporation organized and existing under the laws of the State indicated above, and having its principal place of business at the address indicated above, desires to acquire any and all, right, title, and interest of Assignor in and to the design(s), the Design, the Patent Rights, and in, to, and under any and all design registrations and Design Letters Patent to be obtained therefor.

NOW THEREFORE, for the sum of €1.00 and other good and valuable consideration to Assignor in hand paid, the receipt and sufficiency of which are hereby acknowledged, Assignor

has sold, assigned, and transferred and by these presents does hereby sell, assign and transfer to said Assignee, and said Assignee's legal representatives, successors and assigns, any and all of the entire right, title and interest in and to the Design, Patent Rights, and any and all design registrations and Design Letters Patent to be obtained therefor;

UPON SAID CONSIDERATION, the Assignor hereby covenants and agrees with the said Assignee that it will not execute any writing or do any act whatsoever conflicting with these presents, and that it will, at any time upon request, without further or additional consideration, but at the expense of the said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, continuations, continuations-in-part, continuing prosecutions, divisionals, renewals, reissues, reexamined or extended design registrations and Letters Patent of the United States, or of any and all countries foreign thereto, on said Design and Patent Rights, and execute confirmatory assignments or acknowledgments of this assignment as necessary for full enjoyment of the Design and Patent Rights and for recording in foreign patent offices, and in enforcing any rights or choses in action accruing as a result of such Design and Patent Rights, by giving testimony in any proceedings or transactions involving such Design and Patent Rights, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of, the assigns and legal representatives of both parties;

UPON SAID CONSIDERATION, Assignor represents and warrants that Assignor has the right, title, and authority to execute this Assignment and to convey any and all right, title, and interest in the Design and Patent Rights, and that Assignor has not conveyed nor will convey hereafter all or part of the Design and Patent Rights to a third party;

ASSIGNOR HEREBY AUTHORIZES said Assignee, its successors, and assigns, or anyone it may properly designate, to apply for design registrations and Letters Patent in the United States, and any and all foreign countries and regions, in its own name if desired, and additionally to claim priority to the filing date of any design application or registration and otherwise take advantage of the provisions of any international conventions.

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

The effective date of this Assignment is 20 November 2013.

Date: 11-12-13, 2013

By:   
Sam Cutler


**ACCEPTANCE OF ASSIGNMENT**

The Assignee hereby acknowledges and accepts the foregoing assignment of rights by Assignor.

IN TESTIMONY WHEREOF, the Assignee, by its undersigned officer, confirms its acceptance of the Assignment as of the effective date of 20 November 2013.

DESIGN BRIDGE LIMITED

Date: 11 December 2013

By:   
Name: MICHAEL HAWKINS  
Title: GROUP FINANCE DIRECTOR