

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	ROY STEVEN MCDUGALL	03/24/2014
RECEIVING PARTY DATA		
Name:	BRAND DEVELOPERS LTD	
Street Address:	OF LEVEL 1, 519 LAKE ROAD	
City:	TAKAPUNA, AUCKLAND	
State/Country:	NEW ZEALAND	
Postal Code:	0622	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	29485994	
CORRESPONDENCE DATA		
Fax Number:		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	571-641-9420	
Email:	ross@techlawllp.com	
Correspondent Name:	TECHLAW LLP- EPSTEIN	
Address Line 1:	1345 ENCINITAS BLVD., SUITE 444	
Address Line 4:	ENCINITAS, CALIFORNIA 92024	
ATTORNEY DOCKET NUMBER:	FIS-94074D	
NAME OF SUBMITTER:	RACHEL L CROCKETT	
SIGNATURE:	/Rachel L Crockett/	
DATE SIGNED:	03/26/2014	
Total Attachments: 2		
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ASSIGNMENT

WHEREAS, **Roy Steven McDougall**, an individual (hereinafter referred to as the Assignor), having a residence at 33 Telephone Road, Birkenhead, Auckland 0626, New Zealand, is the owner of the entire right, title and interest in and to inventions relating to **FISH HARVESTER** which are set forth in a Design application for Letters Patent of the United States bearing Serial No. 29/485994 and filed on March 25, 2014; and

WHEREAS, **Brand Developers Ltd**, a New Zealand Corporation (hereinafter referred to as the "Assignee"), having its principal place of business at Of Level 1, 519 Lake Road, Takapuna, Auckland 0622, New Zealand is desirous of acquiring the entire right, title and interest in and to said inventions and said application for Letters Patent of the United States, and in and to any Letters Patent(s), United States or foreign, to be obtained therefore and thereon:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor has sold, assigned, transferred and set over, and by these presents does sell, assign, transfer and set over, unto said Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions, application for Letters Patent, and any and all Letters Patent(s) in the United States and all foreign countries which may be granted therefor and thereon, and in and to any and all divisions, continuations and continuations-in-part of said application, or reissues or extensions of said Letters Patent(s), and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by said Assignee, for its own use and the use of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent(s) may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignor, had this sale and assignment not been made.

AND for the same consideration, said Assignor hereby covenants and agrees to and with said Assignee its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, said Assignor is the sole and lawful owner of the entire right, title and interest in and to the above-mentioned inventions, and application for Letters Patent(s), and that the same are unencumbered and that said Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, said Assignor hereby covenants and agrees to and with said Assignee, its successors, legal representatives and assigns, that said Assignor will, whenever counsel of said Assignee, or the counsel of its successor, legal representatives and assigns, shall advise that any proceeding in connection with said inventions, or said application for Letters Patent(s), or any proceeding in connection with Letters Patent(s) for said inventions in any country, including interference proceedings, is lawful and desirable, or that any division, continuation or continuation-in-part of any application for Letters Patent(s) or any reissue or

extension of any Letters Patent(s), to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of Letters Patent(s) for said inventions, without charge to said Assignee, its successors, legal representatives and assigns, but at the cost and expense of said Assignee, its successors, legal representatives and assigns.

AND said Assignor hereby requests the Commissioner of Patents to issue said Letters Patent(s) of the United States to said Assignee as the Assignee of said inventions and the Letters Patent(s) to be issued thereon for the sole use of said Assignee, its successors, legal representatives and assigns.

AND said Assignor authorizes and requests that any attorney associated with U.S. Patent and Trademark Office (USPTO) Customer No. 11485 may (directly or through his/her designee) delete, insert, or alter any information related to the above-identified patent application or applications or any of the foregoing, after execution of this Assignment.

24 MARCH 2014
Date


Signature

Roy Steven McDougall
33 Telephone Road
Birkenhead
Auckland 0626 New Zealand