502846778 06/11/2014

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:		NEW ASSIGNMENT			
NATURE OF CONVEYANCE:		ASSIGNMENT			
CONVEYING PARTY DA	ATA				
		Name	Execution Date		
STEPHEN ANTHONY SA	AYERS		06/04/2014		
DANIEL BRADY			06/04/2014		
RECEIVING PARTY DA	ТА				
Name:	JEMELLA GROUP LIMITED				
Street Address:		NE			
Internal Address:	BRIDGEWA	BRIDGEWATER PLACE			
City:	LEEDS				
State/Country:					
Postal Code:	LS11 5BZ				
Property Type		Number]		
PROPERTY NUMBERS	Total: 3		-		
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Application Number:		3296			
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ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, We, Stephen Anthony Sayers and Daniel Brady, residing at the address stated below next to our signatures, do hereby sell, assign and transfer unto Jemella Group Limited, a limited company organized under the laws of the United Kingdom and located at Bridgewater Place, Water Lane, Leeds, LS11 SBZ, United Kingdom herein called "ASSIGNEE", the entire right, title and interest, together with all rights of priority, in and to our inventions as described and/or claimed in the Registered Community Designs filed on December 19, 2013 and U.S. patent applications identified on Schedule A hereto, the Declarations for which U.S. patent applications having been executed on the date indicated on said Schedule A, and as described and/or claimed in any and all patent applications based thereon, including divisions, continuations and reissues thereof as well as all foreign counterparts thereof, together with all patents issuing on any of the aforesaid applications, the same to be held and enjoyed by ASSIGNEE, its successors, assigns or other legal representatives, to the full ends of the terms of all said patents therefor which may be granted.

WE HEREBY COVENANT that we have full right to convey the entire interest herein assigned free and clear of any encumbrance, and that we have not executed, and will not execute, any agreement in conflict herewith.

WE HEREBY AUTHORIZE ASSIGNEE to make applications for and to receive patents for said invention in any country in its own name, or in our names, at the election of ASSIGNEE.

WE HEREBY COVENANT AND AGREE that we will execute or procure any further necessary assurance of title to said invention and patents which may issue therefor and that we will, at any time, upon the request and at the expense of ASSIGNEE deliver any testimony in any legal or quasi legal proceedings and execute all papers that may be necessary or desirable to perfect the title to said invention, or any patents which may be granted therefor, in ASSIGNEE, its successors, assigns, or other legal representatives, including separate assignments, and that we will, at any time, upon the request and at the expense of ASSIGNEE, execute any continuations, divisions, reissues, or any other additional patent applications for said invention or any part(s) thereof, all of which applications and any patents issuing thereon are hereby assigned to ASSIGNEE, and will make all rightful oaths and declarations, and do all lawful acts requisite for procuring the same therein, and will communicate to Assignee, its successors, assigns and legal representatives all facts known to the undersigned relating to said invention and the history thereof, without further compensation, upon the request and at the expense of ASSIGNEE, its successors, assigns or other legal representatives.

WE HEREBY CONSENT that a copy of this assignment shall be deemed a full legal and formal equivalent hereof and consent to the filing of the original or copy of this assignment for any purpose including proving the right of ASSIGNEE to file and prosecute any patent applications for said invention or any part(s) thereof and claiming benefit of the right of priority of a prior application. WE HEREBY AUTHORIZE AND REQUEST the Commissioner for Patents of the United States of America and the respective patent offices of any country in which an application of this invention may be filed, to issue any and all patents for said invention or any part(s) thereof, resulting from any of the aforesaid applications to said ASSIGNEE as sole assignee.

SIGNED this 4th day of Aure, 2014.

Signature:

Inventor: Stephen Anthony Sayers

Residence: 25 Brook end, Weston Turville, Buckinghamshire, HP22 5RF, UK

SIGNED this $4^{\prime\prime}$ day of \mathcal{TUNE} , 2014,
Signature: D. Romatic
Inventor: Daniel Brady

Residence: Flat 2, Church House, Church Road, Old Windsor, Berkshire SL4 2JW, UK

PATENT REEL: 033075 FRAME: 0175

Schedule A

Title	RCD No.	U.S. Serial No.	U.S. Filing Date	U.S. Declaration signed
Oval Styling Wand	001395016-0001			June 4, 2014
Tapered Styling Wand	001395230-0001			June 4, 2014
Curling Iron	001394993-0001			June 4, 2014