

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT3554406

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
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MYRTLE WILHITE	09/30/2015
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Property Type	Number
Application Number:	29541408
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ATTORNEY DOCKET NUMBER:	208046-9005-US00
NAME OF SUBMITTER:	ELIAS R. SWANSON
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DATE SIGNED:	10/02/2015
Total Attachments: 2	
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ASSIGNMENT

This Assignment is between Ellen L. Barnard, 302 South Livingston Street, Madison, Wisconsin 53703; Myrtle Wilhite, 302 South Livingston Street, Madison, Wisconsin 53703; (hereinafter referred to as "ASSIGNORS") and Lotions Limited, LLC (hereinafter referred to as "ASSIGNEE") a Wisconsin limited liability company having its principal place of business at 302 South Livingston Street, Madison, Wisconsin 53703.

WHEREAS, ASSIGNORS have rights in and own inventions described in (1) a patent application titled "WAND" for which United States Design Patent Application No. 29/541408 was filed on October 2, 2015 (Atty. File No. 208046-9005-US00); and (2) a patent application titled "WAND ASSEMBLY AND ASSOCIATED WAND SYSTEM" for which United States Patent Application No. 62/236550 was filed on October 2, 2015 (Atty. File No. 208046-9006-US00) (hereinafter collectively referred to as the "U.S. Patent Applications").

NOW, THEREFORE, for good and valuable consideration, receipt of which are hereby acknowledged, said ASSIGNORS have sold, transferred, and assigned and by these presents do hereby sell, transfer, and assign to ASSIGNEE, its successors, assigns and legal representatives, all of the right, title, and interest in and to the inventions and the U.S. Patent Applications, including without limitation, the worldwide rights to the inventions described and claimed therein, any designs, reissues, reexaminations, divisions, continuations, renewals, extensions and continuations-in-part therefor throughout the world, together with all rights under the International Convention for the Protection of Industrial Property and any similar treaties or agreements, the same to be held and enjoyed by ASSIGNEE for its own use and benefit and the use and benefit of its successors, assigns and legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNORS, had this Assignment not been made, together with all income, royalties, damages or payments resulting from or attributable to activity or conduct after the effective date of this Assignment, and the right to sue and collect for all future, present and past infringements thereof, including infringements which may have occurred prior to the execution of this Assignment.

ASSIGNORS agree (a) to execute (i) all necessary papers throughout the world to be used in connection with the invention, the U.S. Patent Applications, or any other related patent application as ASSIGNEE may deem necessary or expedient, (ii) all papers in connection with any interference, legal or other proceedings throughout the world to maintain, protect or enforce, or otherwise relating to, the invention, the U.S. Patent Applications, or any other related patent application, and (iii) all papers and documents which may be necessary throughout the world in connection with the preparation and filing of any foreign applications associated with the invention, the U.S. Patent Applications, or any other related patent application; (b) to cooperate with ASSIGNEE at ASSIGNEE's expense in every way reasonably possible in obtaining evidence and going forward in any such proceedings throughout the world; and (c) at ASSIGNEE's expense to perform all other affirmative acts which in ASSIGNEE's reasonable discretion may be necessary or desirable throughout the world to maintain, protect or enforce the invention, the U.S. Patent Applications, or any other related patent application. These obligations of assistance by ASSIGNORS shall continue for so long as ASSIGNEE may require such assistance from ASSIGNORS.

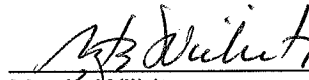
ASSIGNORS hereby grants to the law firm of Michael Best & Friedrich LLP, 100 East Wisconsin Avenue, Suite 3300, Milwaukee, WI 53202-4108, authority and power to insert on this instrument any further information which may be necessary or desirable for identifying the U.S. Patent Applications for purposes of recordation in the United States Patent and Trademark Office or in any foreign country.

IN WITNESS WHEREOF this Assignment has been duly executed by the ASSIGNORS and is effective as of the latest date set forth below.

09/30/15
Date

9/30/15
Date


Ellen L. Barnard


Myrtle Wilhite