

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3767835

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SMARTCO DE MEXICO S. DE R.L. DE C.V.	11/02/2015
RECEIVING PARTY DATA	
Name:	MASTERSTOUCH BRAND LLC
Street Address:	8409 KERNS STREET
Internal Address:	SUITE 102
City:	SAN DIEGO
State/Country:	CALIFORNIA
Postal Code:	92154
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29556565
CORRESPONDENCE DATA	
Fax Number:	(602)916-5517
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	602-916-5317
Email:	ip@fclaw.com
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Address Line 1:	2394 EAST CAMELBACK ROAD
Address Line 2:	SUITE 600
Address Line 4:	PHONEIX, ARIZONA 85016
ATTORNEY DOCKET NUMBER:	029477.0038
NAME OF SUBMITTER:	SUSAN STONE ROSENFELD
SIGNATURE:	/Susan Stone Rosenfield/
DATE SIGNED:	03/03/2016
Total Attachments: 2	
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29/556,565

ASSIGNMENT

This Assignment is made and executed by **Smartco de Mexico S. de R.L. de C.V.**, a Mexican company, having principal places of business at 4630 Border Village Road, San Diego, California 92173 USA and Paseo Centenario 10310-810 Zona del Rio, 22105 Tijuana, B.C., Mexico ("Assignor"), to and in favor of **Masterstouch Brand LLC**, an Arizona, USA limited liability company having a principal place of business at 8409 Kerns Street, Suite 102, San Diego, CA 92154 USA ("Assignee").

WHEREAS Assignor desires to assign to the Assignee Assignor's entire right, title and interest in and to the package designs shown in *Exhibit A* ("Design") and in and to U.S. Design Patent Application No. 29/543,462 filed October 23, 2015 titled "Bag" ("Patent").

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignor hereby assigns and conveys to Assignee Assignor's entire right, title and interest worldwide in and to the Design and all intellectual property rights therein, including but not limited to the Patent and all substitute, continuation, continuation-in-part and divisional applications based in whole or in part on the Patent, and including all patents resulting therefrom and all reissues, re-examination certificates and extensions thereof, and including any and all rights of priority throughout the world resulting from the filing of any such applications within the United States.

2. Assignor hereby assigns and conveys to Assignee Assignor's entire right, title and interest in all counterparts to the Patent that have been or may be filed outside the United States or under the Patent Cooperation Treaty, whether pursued as a patent, an industrial design registration, an inventor's certificate, a utility model or the like, including all rights of priority based on the Patent, further including all continuation, continuation-in-part and divisional applications based in whole or in part on the non-U.S. counterparts, and still further including all patents, industrial design registrations, inventor's certificates, utility models, reissues, re-examination certificates and extensions resulting from any of the non-U.S. counterparts.

3. Assignor agrees to perform any and all acts and to execute all documents necessary for Assignee, to perfect ownership in and to the Patent, the Design, and all intellectual property rights therein.

ASSIGNOR: Smartco de Mexico S. de R.L. de C.V.

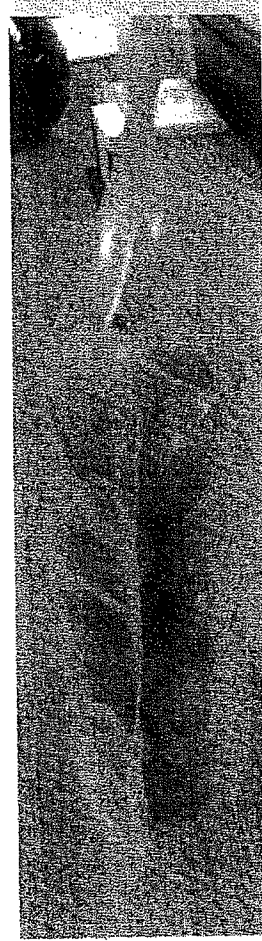
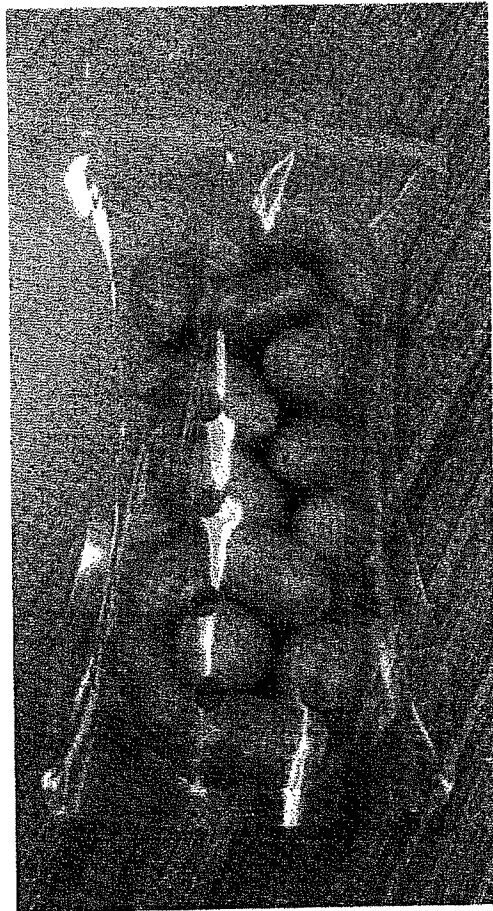
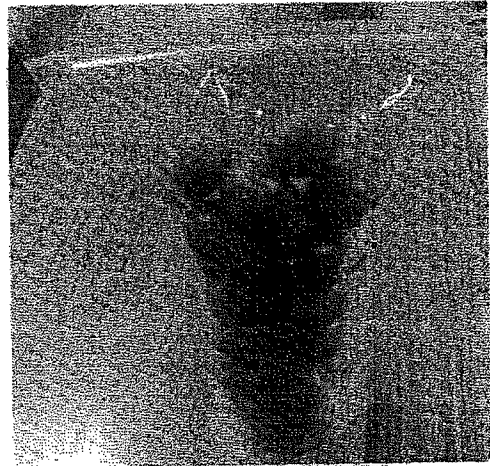
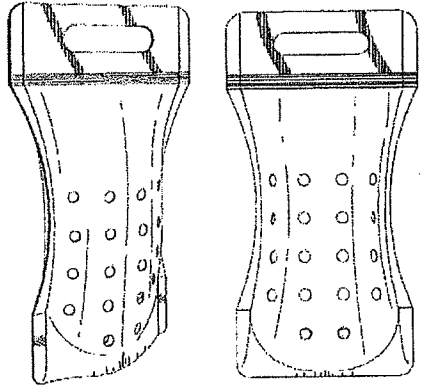
By: [Signature]
Name: KARINA LAGARDA
Title: Legal Representative
Date: 11/2/15

ASSIGNEE: Masterstouch Brand LLC

By: [Signature]
Name: EMILIANO SANCHEZ
Title: CEO
Date: 11-2-15

10977177.1/029477.0035

EXHIBIT A



10977177.1/029477.0035