

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4056505

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	DON F. GARDNER	09/08/2016
RECEIVING PARTY DATA		
Name:	SMD CONCEPTS, INC.	
Street Address:	76 WRIGHT BROTHERS AVENUE	
City:	LIVERMORE	
State/Country:	CALIFORNIA	
Postal Code:	94551	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	29577991	
CORRESPONDENCE DATA		
Fax Number:	(510)271-4715	
<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:	510-271-7416	
Email:	patapps@clorox.com	
Correspondent Name:	BRITA LP	
Address Line 1:	1221 BROADWAY	
Address Line 4:	OAKLAND, CALIFORNIA 94612	
ATTORNEY DOCKET NUMBER:	482.586	
NAME OF SUBMITTER:	THOMAS C. FEIX	
SIGNATURE:	/Thomas C. Feix/	
DATE SIGNED:	09/16/2016	
Total Attachments: 3		
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ASSIGNMENT
AND REASSIGNMENT

I. ASSIGNMENT

WHEREAS, **DON F. GARDNER**, a resident of the city of DANVILLE, hereinafter referred to as ASSIGNOR, has, along with others, invented a new and unobvious invention entitled

PACKAGING BASES

for which they have made, along with others, application for Design Patent of the United States, such invention being described in and identified by said application having been given a Serial No. 29/577,991, and a filing date of September 16, 2016; and

WHEREAS, SMD CONCEPTS, INC., a business entity having a place of business at 76 Wright Brothers Avenue, Livermore, California, hereinafter referred to as ASSIGNEE, is desirous of acquiring the entire right, title and interest in and to said application and said invention, and in and to said Patent, including the equivalent rights thereunder in all foreign countries; and

WHEREAS, ASSIGNOR is desirous of and willing to assign all rights, titles and interest in and to said Design Patent and acknowledges that he is under a continuing duty to assign said Design Patent to ASSIGNEE.

NOW, in consideration of the sum of One Dollar (\$1.00) and for other good and valuable consideration received by ASSIGNOR from ASSIGNEE, the receipt of which is hereby acknowledged by ASSIGNORS:

I. ASSIGNOR hereby sells, assigns, transfers and conveys unto ASSIGNEE, the entire right, title and interest in and to said Design Patent and said invention; including all priority rights under the International Convention associated with the filing of said application, for each country of the Union; and in and to any and all Design Patent on said invention that may be granted by the United States or any foreign countries, including each and every Design Patent granted on any application which is a division, substitution, or continuation of any application relating to said invention, and in and to each and every reissue or extension of said Design Patent.

2. ASSIGNOR hereby warrants, covenants and represents the fact to be that he has not heretofore granted any license, right or privilege in respect to the said application or said invention or improvements, or in any other way encumbered the same, and that he has the full right to convey, free of all licenses and encumbrances, the entire interest hereby assigned.

IN TESTIMONY WHEREOF, I, DON F. GARDNER, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS 8 DAY OF September 2016.


DON F. GARDNER

II. REASSIGNMENT

WHEREAS, SMD CONCEPTS, INC., a business entity having a place of business at 76 Wright Brothers Avenue, Livermore, California, desires to assign its interest in and to U.S. Design Application Serial No. 29/577,991 including the invention claimed thereby, as well as any foreign rights thereunder, to BRITA LP, hereinafter referred to as BRITA LP, a Delaware corporation, having a place of business in Oakland, California; and

WHEREAS, BRITA LP desires to acquire the interest of SMD CONCEPTS, INC. in and to the Design Application, including the invention claimed thereby, as well as any foreign rights thereunder.

NOW, THEREFORE, in consideration of good and valuable consideration received by SMD CONCEPTS, INC. from BRITA LP, the receipt of which is hereby acknowledged:

1. SMD CONCEPTS, INC. does hereby sell, assign, transfer and confirm unto BRITA LP, its successors, assigns and heirs, all right, title and interest in and to the Design Application, including the invention claimed thereby, as well as any foreign rights thereunder, and in and to any applications, divisions, continuations, renewals, and substitutes thereof, and reissues of the same.

2. SMD CONCEPTS, INC. further agrees to execute upon request of BRITA LP or its successors, assigns or heirs, such additional documents, if any, as are necessary and proper to secure patent protection on said invention, and to otherwise give full effect to, or perfect the rights of, BRITA LP, or its successors, assigns or heirs, under this Reassignment.

IN TESTIMONY WHEREOF, I, Don F. Gardner, of SMD
CONCEPTS, INC., HAVE DELIVERED THIS INSTRUMENT THIS 8th DAY OF
September, 2016.

SMD CONCEPTS, INC.

By: 

Name: Donald F. Gardner

Title: Owner

File No.: 482,586