

PATENT ASSIGNMENT COVER SHEET

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|---|------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| SAUL JUDAH | 10/10/2016 |
| SHERIE JUDAH | 10/10/2016 |
| RECEIVING PARTY DATA | |
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| City: | VALENCIA |
| State/Country: | CALIFORNIA |
| Postal Code: | 91355 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 29580509 |
| CORRESPONDENCE DATA | |
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| NAME OF SUBMITTER: | ANNELIESE LOMONACO |
| SIGNATURE: | /Anneliese Lomonaco/ |
| DATE SIGNED: | 10/11/2016 |
| Total Attachments: 1 | |
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ASSIGNMENT

Names of Inventors/Assignors: **(1) Saul Judah**
(2) Sherie Judah

Name of Assignee: **American Jewel LLC**

State of Formation of Assignee: **California**

Title of Application: **PURSE**

Application No.: 29/580,509

Date of Filing of Application: October 10, 2016

In consideration of the sum of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each of the undersigned Inventors/Assignors:

1. I hereby sell, assign and transfer and do hereby sell, assign and transfer to the above-named Assignee, its successors and assigns, my entire and exclusive right, title and interest in and to the inventions claimed and described in the above-identified patent application in the United States and throughout the world, and in and to any applications for patent and patents which may be granted and issued thereon in any and all countries, and in and to any continuations, divisions, reissues and extensions of said applications and patents and all priority rights associated therewith. I agree to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.
2. Without cost to the undersigned, I agree to perform all affirmative acts which may be necessary to obtain a grant of original, reissue or reexamined patents on the invention. I agree to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or division thereof and to cooperate in every way possible in obtaining evidence and going forward with such interference.
3. I agree to execute all papers and documents and to perform any act necessary in connection with provisions of any and all international treaties regarding patents and industrial property.
4. I irrevocably appoint the corporation's president or limited liability company's managing members of Assignee, as the case may be, to act as my agent and attorney-in-fact to perform all acts necessary to obtain and/or maintain patents to any inventions assigned under this assignment if I refuse to perform those acts, or am unavailable, within the meaning of any applicable laws. I acknowledge that the grant of the foregoing power of attorney is coupled with an interest and shall survive my death or disability.
5. I hereby authorize and request that all resulting patents be issued to the Assignee, as Assignee of the entire interest.
6. I covenant to having full right to convey the entire interest herein assigned. I represent and warrant that no other assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment. This assignment stands on its own.
7. The undersigned authorizes the Assignee or its agent to fill in the Application Number and Filing Date, if necessary.
8. The Assignee shall have the right to assign this Assignment and the rights hereunder, and each later assignee shall have the rights of the Assignee hereunder.

Signature of Inventor 1: _____

Date: October 10, 2016

Signature of Inventor 2: _____

Date: October 10, 2016