

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4130728

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	HARTDESIGN! LTD	06/20/2012
RECEIVING PARTY DATA		
Name:	TAYLORED CONCEPTS, LLC	
Street Address:	40 DELLWOOD AVENUE	
City:	CHATHAM	
State/Country:	NEW JERSEY	
Postal Code:	07928	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	PCT Number:	US1146436
CORRESPONDENCE DATA		
Fax Number:	(215)672-6220	
<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:	2156726220	
Email:	mcrilly@crillylaw.com	
Correspondent Name:	MICHAEL G. CRILLY, ESQUIRE	
Address Line 1:	104 SOUTH YORK ROAD	
Address Line 4:	HATBORO, PENNSYLVANIA 19040	
NAME OF SUBMITTER:	MICHAEL G. CRILLY, ESQUIRE	
SIGNATURE:	/Michael G. Crilly, Esquire/	
DATE SIGNED:	11/07/2016	
Total Attachments: 2		
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TAYLORED CONCEPTS

40 Dellwood, Ave., Chatham, N. J. 07928
Phone (973)-635-3734 Fax (973)-635-3784
E-mail: Taycon2@optonline.net

June 20, 2012

Mark Hartelius
Hartdesign! Ltd
8112 S. Komensky Ave.
Chicago, IL 60652

Re: Formula Pro – License Agreement with Baby Brezza Enterprises, LLC

Dear Mark:

This letter, when signed by you in your personal capacity and on behalf of Hartdesign! Ltd ("Hartdesign"), shall constitute a binding agreement between you, Hartdesign and Taylored Concepts, LLC ("Taylored Concepts") concerning product concepts known as "Formula Pro" and "Formula Pro On the Go" that were licensed by Taylored Concepts and Product Spring, LLC to Baby Brezza Enterprises, LLC in a "LICENSING AGREEMENT" dated June 1, 2011 (the "Brezza Agreement"), a copy of which you have already received.

As you know, the Property (as such term is defined in the Brezza Agreement) includes certain intellectual property rights owned or controlled by you or Hartdesign, including, without limitation, your interest in Patent Treaty application to the United States Patent and Trademark Office under application no. PCT/US11/46436 filed on August 3, 2011 and entitled Powder Dispensing Apparatus (the "Patent Application"). You are listed as an inventor on the Patent Application and represent that you have not assigned, licensed or otherwise encumbered your interest in the Patent Application in any way. You hereby assign to Taylored Concepts the entire worldwide right, title and interest in and to the Property, the Patent Application, and all rights and privileges under any letters patent which may be granted thereon, including all convention and treaty rights of all kinds, if any, throughout the entire world, and the right to sue for all infringements, including past infringements, which may have occurred before the execution of this assignment. You also agree to execute such further documents and assignments as may be requested by Taylored Concepts from time to time to effectuate the foregoing provisions.

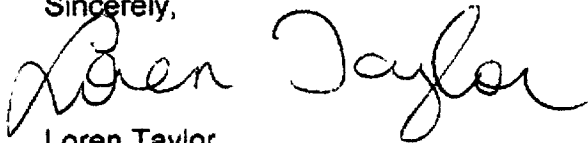
In full and complete consideration for the rights granted to and acquired by Taylored Concepts herein, Taylored Concepts shall pay you fifty percent (50%) of all monetary consideration actually received by Taylored Concepts from Brezza Enterprises, LLC in connection with the Brezza Agreement. Such payments will be made to you within ten (10) days of receipt by Taylored Concepts of immediately available, unencumbered funds. [REDACTED]

Intentionally blocked out

Further, you acknowledge that the Licensor (as such term is defined in the Brezza Agreement) may have financial liabilities under the Brezza Agreement, including indemnification obligations. You agree to be unconditionally responsible for fifty percent (50%) of the financial liabilities of Taylored Concepts under the Brezza Agreement and to promptly reimburse Taylored Concepts for any such liabilities or amounts as they become due. If any such amounts are owed to Taylored Concepts, Taylored Concepts may recoup such sums from any payments that may thereafter become payable to you under this Letter Agreement.

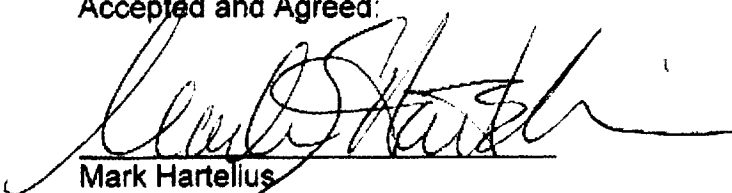
If the foregoing accurately reflects your understanding of our agreement, please indicate your acceptance by signing a copy of this letter in the spaces indicated below and returning it to me at your earliest convenience.

Sincerely,



Loren Taylor

Accepted and Agreed:



Mark Hartellus

Personally and on behalf of Hartdesign! Ltd