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| PATENT ASSIGNMENT COVER SHEET |
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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| TAYLOR LYNN BALDWIN | 02/20/2017 |
| RECEIVING PARTY DATA | |
| Name: | LIONESS INGENUITIES, INC. |
| Street Address: | 13615 OLD EL CAMINO REAL |
| City: | SAN DIEGO |
| State/Country: | CALIFORNIA |
| Postal Code: | 92130 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 29543981 |
| CORRESPONDENCE DATA | |
| Fax Number: | (714)453-9824 |
| <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: | (714)453-9824 |
| Email: | docketing@lozaip.com |
| Correspondent Name: | LOZA & LOZA LLP |
| Address Line 1: | 305 NORTH SECOND AVE., #127 |
| Address Line 4: | UPLAND, CALIFORNIA 91786-6064 |
| ATTORNEY DOCKET NUMBER: | TAMP-1002D |
| NAME OF SUBMITTER: | HEIDI L. EISENHUT |
| SIGNATURE: | /Heidi L. Eisenhut/ |
| DATE SIGNED: | 02/23/2017 |
| Total Attachments: 2 | |
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| source=TAMP-1002D_ExecutedAssignment#page2.tif | |

ASSIGNMENT

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned:

Taylor Lynn Baldwin, an individual and citizen of the United States, residing in the city of San Diego, California

has invented certain new and useful improvements disclosed in United States Design Application No. 29/543,981, filed October 29, 2015, hereby sells, assigns, and transfers the above invention to:

LIONESSE INGENUITIES, INC.

a California corporation, having a principal place of business at 13615 Old El Camino Real San Diego, California. 92130 ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions and improvements that are disclosed in the applications for the United States patent that have been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and are entitled:


HAIR RETENTION DEVICE/HAIR PIN

and in and to said application and all design, utility, divisional, continuing, continuation-in-part, substitute, renewal, reissue, and all other patent applications that have been or shall be filed in the United States and all foreign countries of any of said inventions and improvements; and in and to all original and reissued patents that have been or shall be issued in the United States and all foreign countries on said inventions and improvements; and in and to all rights of priority resulting from the filing of said United States and/or Patent Cooperation Treaty (PCT) application; and in all rights of priority under the International Convention for the Protection of Industrial Property for every country in the Union; agree that said Assignee may apply for and receive a patent or patents for said inventions and improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all design, utility, divisional, continuing, continuation-in-part, substitute, renewal, reissue, and all other patent applications on any and all said inventions and improvements; execute all rightful oaths, assignments, powers of

attorney, and other papers; communicate to said Assignee, its successors, assigns, and legal representatives all facts known to the undersigned relating to said inventions and improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or legal representatives in securing and maintaining proper patent protection for said inventions and improvements and for vesting title to said inventions and improvements, and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns, and legal representatives; and covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been nor will be made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Please Sign and Date Below:

Date: 02/20/2017

Signed: 

Printed Name: Taylor Lynn Baldwin