

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT4385328

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
GABRIELLE RENEE REIN	09/19/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	MODE DESIGN GROUP, INC. DOING BUSINESS AS VICEROY CREATIVE
<b>Street Address:</b>	37-18 NORTHERN BLVD., SUITE 516
<b>City:</b>	LONG ISLAND CITY
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	11101
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29601427
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(310)203-0567
<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>	
<b>Phone:</b>	310-203-8080
<b>Email:</b>	patentdocket@jmbm.com
<b>Correspondent Name:</b>	BRENNAN C. SWAIN, ESQ.
<b>Address Line 1:</b>	JEFFER MANGELS BUTLER & MITCHELL LLP
<b>Address Line 2:</b>	1900 AVENUE OF THE STARS, 7TH FLOOR
<b>Address Line 4:</b>	LOS ANGELES, CALIFORNIA 90067
<b>ATTORNEY DOCKET NUMBER:</b>	57062-5013
<b>NAME OF SUBMITTER:</b>	BRENNAN C. SWAIN, ESQ.
<b>SIGNATURE:</b>	/brennan c. swain/
<b>DATE SIGNED:</b>	04/26/2017
<b>Total Attachments: 3</b>	
source=Lalique Bottle Assignment - Rein to Mode Design Group, Inc. dba Viceroy Creative#page1.tif	
source=Lalique Bottle Assignment - Rein to Mode Design Group, Inc. dba Viceroy Creative#page2.tif	
source=Lalique Bottle Assignment - Rein to Mode Design Group, Inc. dba Viceroy Creative#page3.tif	

**REIN / LALIQUE BOTTLE**  
**INTELLECTUAL PROPERTY ASSIGNMENT**

This Assignment ("ASSIGNMENT"), effective as of Sept. 15, 2015, is made and entered into by and between:

- (1) **Gabrielle Renee Rein**

37-18 Northern Blvd, Suite 516  
Long Island City, NY 11101

a citizen of USA (hereinafter "REIN" and/or "ASSIGNOR"); and,

- (2) **MODE DESIGN GROUP, INC., doing business as VICEROY CREATIVE**

37-18 Northern Blvd, Suite 516  
Long Island City, NY 11101

a New York corporation (hereinafter "VICEROY" and/or "ASSIGNEE").

**RECITALS**

WHEREAS, REIN is an employee and creative director of VICEROY;

WHEREAS, The Patrón Spirits Company requested VICEROY to work with Lalique SA ("LALIQUE") to create a bottle for the benefit of Patrón Spirits International AG ("PSI");

WHEREAS, REIN designed a bottle referred to as the Lalique bottle (the "LALIQUE BOTTLE") for the benefit of PSI, representations of which are shown in Exhibit A;

Now, therefore, in consideration of the foregoing and other valuable consideration, the receipt and legal sufficiency of which are hereby acknowledged, it is agreed:

1. **INTELLECTUAL PROPERTY**

REIN agrees to and does hereby assign and transfer to VICEROY her entire worldwide right, title, and interest in the intellectual property of the LALIQUE BOTTLE, including all inventions therein, patent rights, any related patent priority rights, trademark rights, and copyright rights (all hereinafter the "IP").

2. **FURTHER ASSURANCES AND POWER OF ATTORNEY**

At ASSIGNEE's request, ASSIGNOR will acknowledge, execute, and deliver any documents or instruments, and do any other lawful acts, requested by ASSIGNEE, at ASSIGNEE's expense, to further the purposes of this ASSIGNMENT, and to assist ASSIGNEE in the perfection, registration, protection, enforcement, and exploitation of the IP.

In the event ASSIGNOR does not comply with ASSIGNEE's request within five (5) business days, or sooner if needed, ASSIGNOR hereby irrevocably appoints ASSIGNEE and the duly authorized officers and agents of ASSIGNEE as the agent and as her attorney-in-fact to perform as requested in the name of and on behalf of ASSIGNOR, which appointment is and

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[Signature]  
DM

shall be deemed to be coupled with an interest and shall survive ASSIGNOR's possible incapacity.

GABRIELLE RENEE REIN

MODE DESIGN GROUP, INC.,  
doing business as VICEROY CREATIVE

*[Signature]*

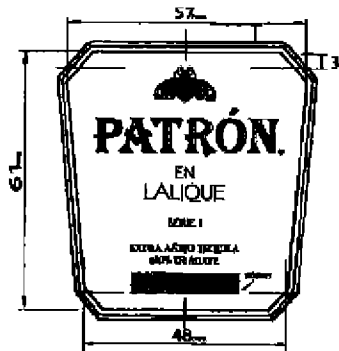
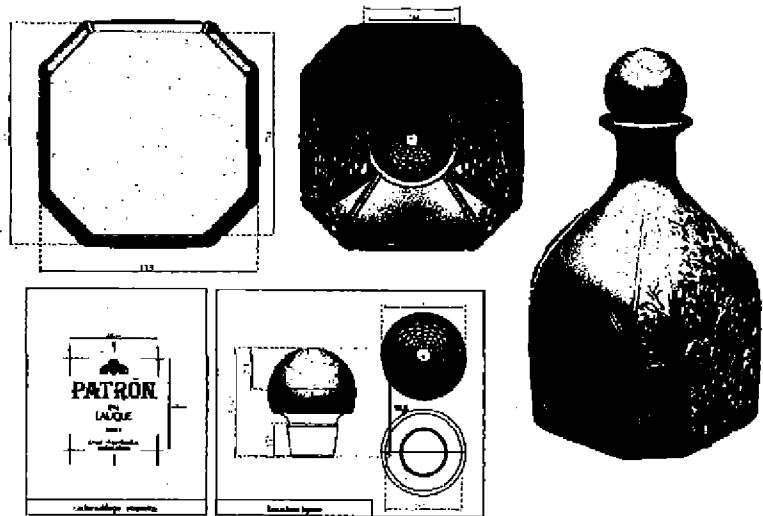
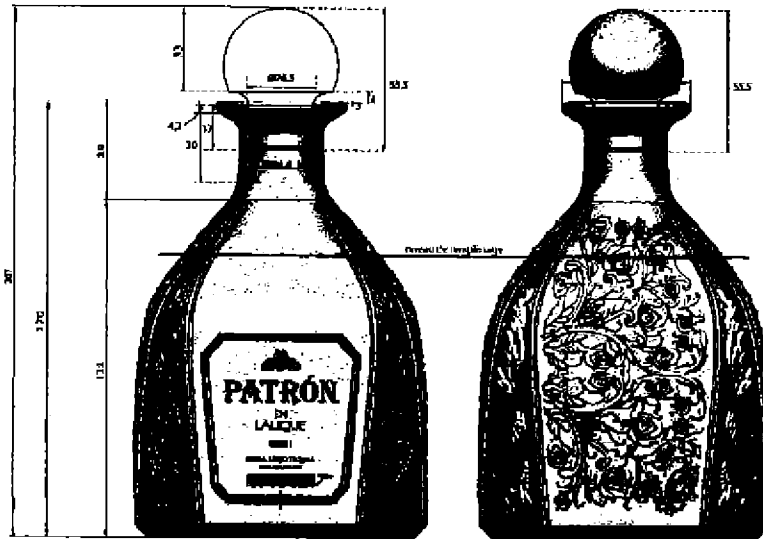
By: *[Signature]*

Date: 9/19/15

Name: David Moritz  
Title: PPS  
Date: 9/15/15

Initials  
*[Signature]*  
*[Signature]*

Exhibit A



ETIQUETTE FINALE



CACHE SABLAGE

Initials *[Signature]*

PATENT *[Signature]*