

## PATENT ASSIGNMENT COVER SHEET

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|   |                                      |                       |
|---|--------------------------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                       |                       |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT                           |                       |
| <b>CONVEYING PARTY DATA</b>   |                                      |                       |
|   | <b>Name</b>                          | <b>Execution Date</b> |
|   | SCENT2MARKET INC                     | 04/11/2017            |
| <b>RECEIVING PARTY DATA</b>   |                                      |                       |
| <b>Name:</b>  | MADISON AVENUE MARKETING GROUP, INC. |                       |
| <b>Street Address:</b>  | 1600 MADISON AVE                     |                       |
| <b>City:</b>  | TOLEDO                               |                       |
| <b>State/Country:</b>   | OHIO                                 |                       |
| <b>Postal Code:</b>   | 43604                                |                       |
| <b>PROPERTY NUMBERS Total: 1</b>  |                                      |                       |
|   | <b>Property Type</b>                 | <b>Number</b>         |
|   | Patent Number:                       | D762295               |
| <b>CORRESPONDENCE DATA</b>  |                                      |                       |
| <b>Fax Number:</b>  | (419)531-0362                        |                       |
| <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>Email:</b>   | dpurdue@purdue-law.com               |                       |
| <b>Correspondent Name:</b>  | DAVID C. PURDUE                      |                       |
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| <b>ATTORNEY DOCKET NUMBER:</b>  | 634.0012                             |                       |
| <b>NAME OF SUBMITTER:</b>   | DAVID C. PURDUE                      |                       |
| <b>SIGNATURE:</b>   | /David C. Purdue/                    |                       |
| <b>DATE SIGNED:</b>   | 05/16/2017                           |                       |
| <b>Total Attachments: 4</b>   |                                      |                       |
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## ASSIGNMENT

This agreement is an assignment of certain patent properties entered into between SCENT2MARKET INC. and MADISON AVENUE MARKETING GROUP, INC.

Whereas, SCENT2MARKET INC., having its principal office and place of business at 1 Odell Plaza, Suite 123, Yonkers, NY 10701 (hereinafter "ASSIGNOR"), is the sole and exclusive owner of record in the United States Patent and Trademark Office and other national and regional patent offices of the patent applications listed on Schedule A.

Whereas, MADISON AVENUE MARKETING GROUP, INC., having its principal office and place of business at 1600 Madison Avenue, Toledo, Ohio 43604 (hereinafter "ASSIGNEE"), is desirous of acquiring all right, title and interest in, to the patents listed on Schedule A (hereinafter the "PROPERTY"), as well as any rights of priority associated therewith.

Therefore, for good and valuable consideration, the receipt thereof which is hereby acknowledged, ASSIGNOR has sold, assigned, transferred and set over, and does hereby sell, assign, transfer and set over to ASSIGNEE its successors, assigns and legal representatives, its entire right, title, and interest in and to the aforementioned PROPERTY (and/or design patents that may be granted therefrom) and the designs covered thereby, as well as any and all design applications and registrations claiming priority from such applications, including the exclusive right to claim priority to any and all applications within the PROPERTY, the same to be held and enjoyed by ASSIGNEE for its own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, to the end of the terms for which the said PROPERTY has been or will be granted, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR if this assignment and sale had not been made; together with all claims by ASSIGNOR for damages by reason of past infringement of the patents, with the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives.

ASSIGNOR agrees that it will, by its officers, employees, legal representatives or other persons duly authorized, communicate to ASSIGNEE or the representatives thereof any facts known to it respecting said designs, and will, upon request, testify in any legal proceedings, sign all lawful papers, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by ASSIGNEE or by counsel for ASSIGNEE, to assist or enable ASSIGNEE to obtain and enforce full benefits from the rights and interests herein assigned. ASSIGNOR additionally agrees to execute short form copies of this assignment or portions thereof regarding any or all of the aforementioned PROPERTY, as required by ASSIGNEE in the future.

ASSIGNOR agrees to execute all papers necessary in connection with any interference, derivative, or post-grant proceeding which may be declared concerning said PROPERTY (and/or patents that may be granted therefrom), or any confirmation, division, continuation, reexamination or reissue thereof, and to cooperate with ASSIGNEE in every way possible in obtaining evidence and going forward with such interference, derivative, or post-grant proceeding.

ASSIGNOR agrees to waive all rights and privileges to attack the utility, novelty or validity of the aforesaid patent or patents which mature from the PROPERTY which ASSIGNOR has assigned as against any one claiming a right under the aforementioned PROPERTY under ASSIGNOR's assignment or grant.

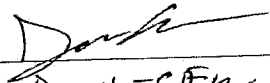
ASSIGNOR warrants that it is the sole and exclusive owner of the PROPERTY and that the PROPERTY is free of all liens, security interests, claims or other encumbrances except where specifically noted. Where a patent is subject to a license, the license shall be identified by date of the agreement and the names of the parties.

For the avoidance of doubt, the ASSIGNOR and ASSIGNEE confirm that this assignment does not include any rights to applications or priority for any utility relating to the design in the PROPERTY. Any provisional and/or utility application filed by ASSIGNOR

covering any aspect of any design shown in the PROPERTY is and shall remain the property of ASSIGNOR.

IN WITNESS WHEREOF, SCENT2MARKET INC. has caused its name to be signed by its duly authorized representative this 11 day of April, ~~2016~~ 2017

SCENT2MARKET INC.

  
By: DAVID HESTER  
Title: PRESIDENT

IN WITNESS WHEREOF, MADISON AVENUE MARKETING GROUP, INC.  
has caused its name to be signed by its duly authorized representative this \_\_\_\_\_ day of \_\_\_\_\_, 2016.

MADISON AVENUE MARKETING  
GROUP, INC.

\_\_\_\_\_  
By:

Title:

### Schedule A

| Title                               | Country | Application Number<br>/ Patent Number | Status  | Date Filed /<br>Issued |
|-------------------------------------|---------|---------------------------------------|---------|------------------------|
| Air Filter<br>Freshener             | AU      | Pat. No. 2016 10803                   | Issued  | 5/2/2016               |
| Multi-Stage Air<br>Filter Freshener | AU      | Pat. No. 2016 12131                   | Issued  | 5/3/2016               |
| Air Filter<br>Freshener             | CA      | Pat. No. 166760                       | Issued  | 10/6/2016              |
| Air Filter<br>Freshener             | CN      | Pat. No.<br>ZL201630047140.4          | Issued  | 11/23/2016             |
| Air Filter<br>Freshener             | EU      | Pat. No. 002994509-<br>0001/0002      | Issued  | 4/27/2016              |
| Air Filter<br>Freshener             | HK      | Pat. No.<br>1600268.5M001-002         | Issued  | 7/15/2016              |
| Air Filter<br>Freshener             | JP      | Pat. No. 1562432                      | Issued  | 10/7/2016              |
| Air Filter<br>Freshener             | JP      | Pat. No. 1562433                      | Issued  | 10/7/2016              |
| Air Filter<br>Freshener             | KR      | Pat. No. 0892331                      | Issued  | 1/24/2017              |
| Air Filter<br>Freshener             | KR      | Pat. No. 0892332                      | Issued  | 1/24/2017              |
| Air Filter<br>Freshener             | MX      | MX/f/2016/00517                       | Pending | 2/19/2016              |
| Air Filter<br>Freshener             | US      | Pat. No. D762,295                     | Issued  | 7/26/2016              |