

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT4527930

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CAMERON BRUCE WILLIAM TREEBY	01/21/2016
SHAUN PULFREY	01/21/2016
HYPHEN DESIGN LIMITED	01/21/2016
TANGLE TEEZER LIMITED	01/21/2016
RECEIVING PARTY DATA	
Name:	PET PLEEZER LIMITED
Street Address:	143 ACRE LANE
City:	LONDON
State/Country:	GREAT BRITAIN
Postal Code:	SW2 5UA
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29589861
CORRESPONDENCE DATA	
Fax Number:	(828)257-2773
<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:	828-258-2991
Email:	wheedy@vwlawfirm.com
Correspondent Name:	WILLIAM G. HEEDY
Address Line 1:	THE VAN WINKLE LAW FIRM
Address Line 2:	P.O. BOX 7376
Address Line 4:	ASHEVILLE, NORTH CAROLINA 28802
ATTORNEY DOCKET NUMBER:	PETPP1601
NAME OF SUBMITTER:	WILLIAM G. HEEDY
SIGNATURE:	/William G. Heedy/
DATE SIGNED:	07/31/2017
Total Attachments: 6	
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ASSIGNMENT

This Assignment is made the 21st day of January 2016

Between:

Cameron Bruce William Treeby, a New Zealand citizen of c/o Playforever Toys Ltd, Studio 102, Netli House, Westgate Street, London, E8 3RL, United Kingdom ("CBWT");

Shaun Pulfrey, a British citizen of 93 Arlington Lodge, Brixton Hill, London, SW2 1RF ("SP");

Hyphen Design Limited (company no. 05903319), a company incorporated in England and Wales with registered address 15-20 The Oval, London, E2 9DX, United Kingdom ("Hyphen");

Tangle Teezer Limited (company no. 05396577), a company incorporated in England and Wales with registered address 143 Acre Lane, London, SW2 5UA, United Kingdom ("TT"); and

Pet Pleszer Limited (company no. 08112413), a company incorporated in England and Wales with registered address 143 Acre Lane, London, SW2 5UA ("the Assignee"),

together ("the Parties").

Whereas:

1. CBWT and SP are joint inventors of an invention relating to a pet brush as described in international patent application no. PCT/2015/051924 filed by the assignee ("the Invention") and joint designers of the Pet Brush shown in international patent application no. PCT/GB2015/051924 a copy of the drawings of which is reproduced in the Schedule hereto, ("the Pet Brush").

2. CBWT is employed by Hyphen and made his contribution to the Invention and the Pet Brush during the course of his employment by Hyphen in circumstances falling within the scope of Section 39(1) of the Patents Act 1977 (as amended) and as between CWBT and Hyphen all rights in CWBT's contribution to the Invention and the Pet Brush belong to Hyphen.

3. Hyphen has invoiced TT in relation to its contribution to design and development of the Invention and the Pet Brush and the TT has paid Hyphen's charges.

4. SP is employed by TT but his contribution to the Invention and the Pet Brush was not made during the course of his employment by TT, and as between SP and TT all rights in SP's contribution to the Invention and the Pet Brush belong to SP.

5. It has been agreed between the Parties that all rights in the Invention and the Pet Brush including unregistered design rights, or equivalent, the right to seek and obtain registered design or equivalent protection, and the right to seek and obtain patent, or equivalent, protection for the Invention, in any territory, shall be wholly owned by the Assignee.

Now This Deed Witnesses:

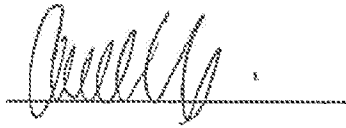
1. Hyphen hereby assigns to the Assignee with full title guarantee all its rights in the Invention and the Pet Brush, including:

- a) any and all unregistered design rights or equivalent and the right to seek and obtain registered

- design or equivalent protection, in any territory, and the right to sue for damages and other remedies in respect of any infringement of the rights prior to the date of this Assignment in the Pet Brush; and
- b) the right to seek and obtain patent, or equivalent, protection for the Invention in any territory.
2. SP hereby assigns to the Assignee with full title guarantee all his rights in the Invention and the Pet Brush, including:
- a) any and all unregistered design rights or equivalent and the right to seek and obtain registered design or equivalent protection, in any territory, and the right to sue for damages and other remedies in respect of any infringement of the rights prior to the date of this Assignment in the Pet Brush; and
- b) the right to seek and obtain patent, or equivalent, protection for the Invention in any territory.
3. To the extent that any rights in the Invention or the Pet Brush belong or may subsequently be held to belong to CBWT, CBWT hereby assigns to the Assignee with full title guarantee all his rights in the Invention and the Pet Brush, including:
- a) any and all unregistered design rights or equivalent and the right to seek and obtain registered design or equivalent protection, in any territory, and the right to sue for damages and other remedies in respect of any infringement of the rights prior to the date of this Assignment in the Pet Brush; and
- b) the right to seek and obtain patent, or equivalent, protection for the Invention in any territory.
4. To the extent that any rights in the Invention or the Pet Brush belong or may subsequently be held to belong to TT, TT hereby assigns to the Assignee with full title guarantee all its rights in the Invention and the Pet Brush, including:
- a) any and all unregistered design rights or equivalent and the right to seek and obtain registered design or equivalent protection, in any territory, and the right to sue for damages and other remedies in respect of any infringement of the rights prior to the date of this Assignment in the Pet Brush; and
- b) the right to seek and obtain patent, or equivalent, protection for the Invention in any territory.
5. CBWT, Hyphen, SP and TT hereby covenant with the Assignee that they shall, at the expense of the Assignee, execute all such documents and do all such things as may be necessary or convenient to transfer all rights in the Invention and the Pet Brush to the Assignee or as the Assignee may direct in relation to any country, and to enable the Assignee, or the Assignee's nominee, to enforce the rights and to seek and obtain registered design, patent or equivalent protection.
6. CBWT, Hyphen, SP and TT shall maintain in safekeeping and provide upon request to the Assignee documentation first recording the designs of the Pet Brush in a design document.
7. CBWT, Hyphen, SP and TT warrant that they have not assigned, sold, licensed, encumbered or in any way disposed of or granted any rights in the Invention or the Pet Brush, or any part of them, and that the details recited above and in the Schedule to this assignment are correct.
8. CBWT and SP hereby waive all moral rights in the Invention and the Pet Brush, including the right to be identified as designer or inventor, insofar as they are lawfully able to do so.
9. This Declaration and Assignment shall be governed by the laws of England and the parties hereby submit to the exclusive jurisdiction of the English courts.
10. This Assignment may be executed in counterparts, each of which shall be deemed to be an original, but all of which, taken together, shall constitute one and the same assignment.

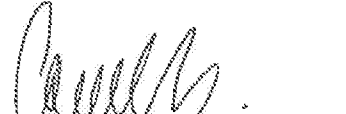
IN WITNESS OF WHICH THIS ASSIGNMENT has been executed as a Deed and delivered the day and year first above written.

SIGNED AS A DEED by)
Cameron Bruce William Treeby)
in the presence of:
SOPHIE EDGERTON, 1576



STEENHOLD AVE, LONDON,
SW2 4PF

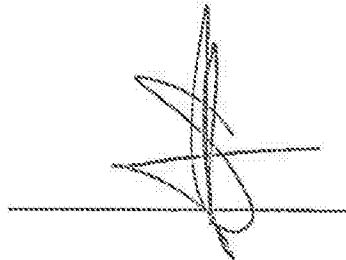
SIGNED AS A DEED by)
Hyphen Design Limited)
in the presence of:
SOPHIE EDGERTON, 1576



Name: CAMERON TREEBY
Director:

STEENHOLD AVE SW2 4PF


SIGNED AS A DEED by)
Shaun Pulfrey)
in the presence of:



SOPHIE EDGERTON, 1576

STEENHOLD AVE SW2 4PF


SIGNED AS A DEED by)
Tangle Teezer Limited)
in the presence of:
SOPHIE EDGERTON, 1576



Name: MATTHEW LUMB
Director:

STEENHOLD AVE, SW2 4PF

SIGNED AS A DEED by)
Pet Pleazer Limited)
in the presence of:
SOPHIE EDGERTON, 1576



Name: MATTHEW LUMB
Director:

STEENHOLD AVE, SW2 4PF

SCHEDULE

1/3

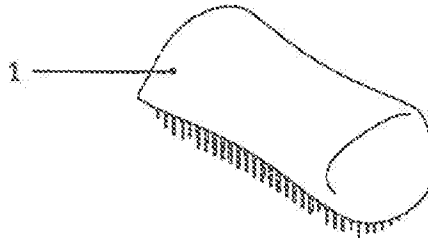


FIG 1

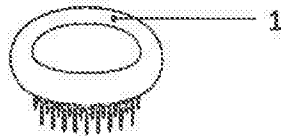


FIG 2

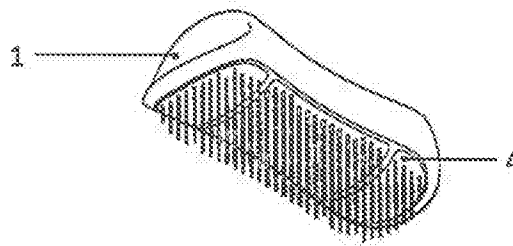


FIG 3

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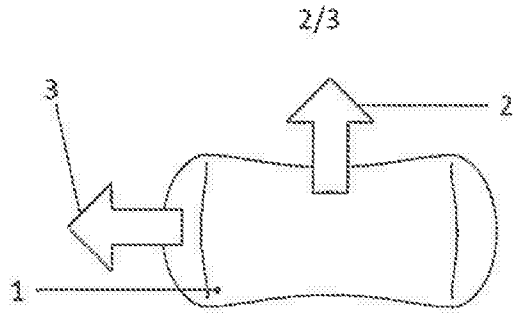


FIG 4

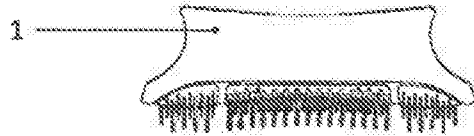


FIG 5

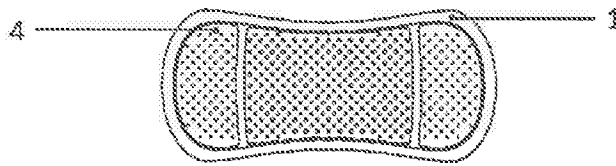


FIG 6

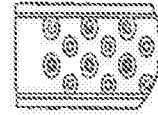


FIG 8

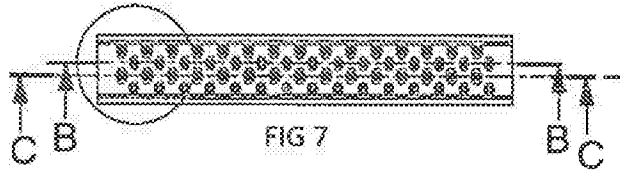


FIG 7

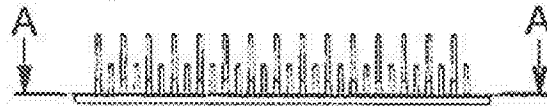


FIG 9



FIG 10



FIG 11



FIG 12

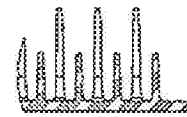


FIG 13

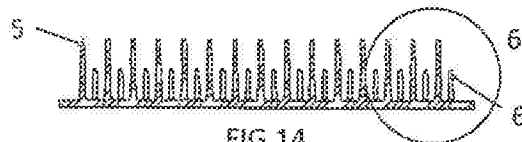


FIG 14

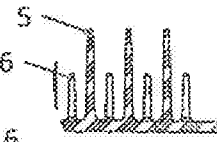


FIG 15