

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT4542826

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	HERBST PRODUKT	08/03/2017
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	THE CLOROX COMPANY	
<b>Street Address:</b>	1221 BROADWAY	
<b>City:</b>	OAKLAND	
<b>State/Country:</b>	CALIFORNIA	
<b>Postal Code:</b>	94612	
<b>PROPERTY NUMBERS Total: 1</b>		
	<b>Property Type</b>	<b>Number</b>
	Application Number:	29613314
<b>CORRESPONDENCE DATA</b>		
<b>Fax Number:</b>	(510)271-4715	
<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>		
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<b>ATTORNEY DOCKET NUMBER:</b>	510.158	
<b>NAME OF SUBMITTER:</b>	ALOK GOEL	
<b>SIGNATURE:</b>	/Alok Goel/	
<b>DATE SIGNED:</b>	08/09/2017	
<b>Total Attachments: 3</b>		
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## ASSIGNMENT and ReASSIGNMENT

### I. ASSIGNMENT

WHEREAS, SCOT HERBST a resident of Santa Cruz, California, hereinafter referred to as **ASSIGNOR**, has, along with others, invented a new and unobvious invention entitled

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for which he has made, along with others, application for a Letters Patent of the United States, such invention being described in and identified by said application having been given Application No. 29/613,314, and a filing date of August 9, 2017; (WE HEREBY AUTHORIZE the Assignee to insert in this assignment document the filing date and application number of the application if the date and number are unavailable at the time this document is executed); and

WHEREAS, HERBST PRODUKT, having a place of business at The Old Sashmill, 303 Portrero Street, Santa Cruz, CA, hereinafter referred to as **ASSIGNEE**, is desirous of acquiring the entire right, title and interest in and to said patent application and said invention, and in and to said Letters Patent, including the equivalent rights thereunder in all foreign countries; and

WHEREAS, **ASSIGNOR** is desirous of and willing to assign all right, title and interest in and to said Letters Patent and acknowledges that he/she is under a continuing duty to assign said Letters Patent to **ASSIGNEE**.

NOW, in consideration of the sum of One Dollar (\$1.00) and for other good and valuable consideration received by **ASSIGNOR** from **ASSIGNEE**, the receipt of which is hereby acknowledged by **ASSIGNOR**:

1. **ASSIGNOR** hereby sells, assigns, transfers and conveys unto **ASSIGNEE**, the entire right, title and interest in and to said Letters Patent and said invention; including all priority rights under the International Convention associated with the filing of said application, for each country of the Union; and in and to any and all Letters Patents on said invention that may be granted by the United States or any foreign countries, including each and every Letters Patent granted on any application which is a division, substitution, or continuation of any application relating to said invention, and in and to each and every reissue or extension of said Letters Patent.

2. **ASSIGNOR** hereby warrants, covenants and represents the fact to be that he/she has not heretofore granted any license, right or privilege in respect to the said application or said invention or improvements, or in any other way encumbered the same, and that he/she has the full right to convey, free of all licenses and encumbrances, the entire interest hereby assigned.

In Testimony Whereof, I, Scot Herbst, have executed and delivered this instrument this  
3rd day of August, 2017.

  
\_\_\_\_\_  
Scot Herbst

## **II. REASSIGNMENT**

WHEREAS, **HERBST PRODUKT**, having a place of business in Santa Cruz, California, desires to assign its interest in and to U.S. patent Application No. 29/613,314 (WE HEREBY AUTHORIZE the Assignee to insert in this assignment document the application number if the number is unavailable at the time this document is executed) including the invention claimed thereby, as well as any foreign rights thereunder, to **THE CLOROX COMPANY**, hereinafter referred to as **CLOROX**, a Delaware corporation, having a place of business in Oakland, California; and

WHEREAS, **CLOROX** desires to acquire the interest of **HERBST PRODUKT** in and to the Letters Patent application, including the invention claimed thereby, as well as any foreign rights thereunder.

NOW, THEREFORE, in consideration of good and valuable consideration received by **HERBST PRODUKT** from **CLOROX**, the receipt of which is hereby acknowledged:

1. **HERBST PRODUKT** does hereby sell, assign, transfer and confirm unto **CLOROX**, its successors, assigns and heirs, all right, title and interest in and to the Letters Patent application, including the invention claimed thereby, as well as any foreign rights thereunder, and in and to any applications, divisions, continuations, renewals, and substitutes thereof, and reissues of the same.

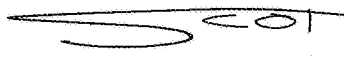
2. **HERBST PRODUKT** further agrees to execute upon request of **CLOROX** or its successors,

assigns or heirs, such additional documents, if any, as are necessary and proper to secure patent protection on said invention, and to otherwise give full effect to, or perfect the rights of, **CLOROX**, or its successors, assigns or heirs, under this Reassignment.

In Testimony Whereof, I, Scot Herbst, of Herbst Produkt, have executed and delivered this instrument this 3rd day of August, 2017.

Herbst Produkt

By:



(signature)

Name: Scot Herbst

Title: Creative Director, Partner