

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT4852619

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
KAREN BEHNKE	03/02/2018
JESSICA GATES	03/02/2018
AMBER JORDAN	03/01/2018
ZHANNA KUTSENKOVA	03/01/2018
RECEIVING PARTY DATA	
Name:	JUICE BEAUTY, INC.
Street Address:	709 FIFTH AVENUE
City:	SAN RAFAEL
State/Country:	CALIFORNIA
Postal Code:	94901
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29638225
CORRESPONDENCE DATA	
Fax Number:	(415)576-0300
<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:	415-576-0200
Email:	jdallara@kilpatricktownsend.com
Correspondent Name:	CHRISTOPHER J. BLIZZARD
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Address Line 2:	19TH FLOOR
Address Line 4:	SAN FRANCISCO, CALIFORNIA 94111-3834
ATTORNEY DOCKET NUMBER:	092262-1069417-000300US
NAME OF SUBMITTER:	JO ANN HONCIK DALLARA
SIGNATURE:	/Jo Ann Honcik Dallara/
DATE SIGNED:	03/06/2018
Total Attachments: 4	
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ASSIGNMENT
(Patent Application)

We [I], the undersigned, have invented certain inventions and improvements disclosed in a utility (provisional or non-provisional) or design patent application entitled:

“BOTTLE,”

filed with the U.S. Patent and Trademark Office on February 26, 2018

and assigned Application No. 29/638,225.

We [I]:

- I. Agree to assign, transfer, convey, and sell, hereby assign, transfer, convey, and sell and have assigned, transferred, conveyed, and sold to Juice Beauty, Inc., a corporation of the State of California having a principal place of business at 709 Fifth Avenue, San Rafael, California 94901 (“Assignee”), the entire right, title, and interest in and to:
 - (a) all intellectual property (including, without limitation, any innovation, information, invention, discovery, product, process, work or design) disclosed, embodied, shown, or claimed in the above-referenced patent application, implicitly or explicitly;
 - (b) the above-referenced patent application, and all applications based in whole or in part upon the above-referenced patent application, including, without limitation, all applications that are a provisional, non-provisional, design, divisional, continuation, continuation-in-part, registration, utility model, industrial design, reissue, renewal, substitute, extension, reexamination, post-grant review, inter partes review, supplemental examination or non-U.S. patent application or application for other rights based in whole or in part on the above-referenced patent application;
 - (c) the right to claim priority to the above-referenced patent application, and any and all applications referenced in subsection (b); and
 - (d) all patents (including, without limitation, all U.S. and non-U.S. patents, registrations, utility models, industrial designs, design patents, counterparts, continuations, continuations-in-part, divisionals, reissues, renewals, substitutes, extensions, reexaminations, post-grant reviews, inter partes reviews and supplemental examinations) that are granted or issued upon, or that claim priority to, any and all applications described in (b) of this paragraph or that disclose or claim intellectual property described in (a) of this paragraph, in whole or in part; and
 - (e) all claims for damages by reason of past infringement of any rights under the applications or patents described in (a), (b) or (c) of this paragraph (including provisional rights to reasonable royalties pursuant to 35 U.S.C. §154(d)) and the right to sue for and collect such damages and royalties for Assignee’s own use.

ASSIGNMENT

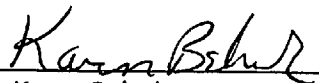
"BOTTLE"

Appln. No. 29/638,225

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2. Authorize and request the U.S. Patent and Trademark Office or any other U.S. or non-U.S. agency to issue to the Assignee any and all patent(s), or other rights or documents, resulting from the intellectual property, patent application(s) and patents described in paragraph 1 of this Assignment.
3. Agree to sign all papers and documents, including without limitation, applications, declarations, oaths and petitions and, at the Assignee's expense, perform any other acts that are necessary in connection with prosecution of patent application(s) or intellectual property described in paragraph 1 of this Assignment and the enforcement of patent(s) or other rights resulting from such patent application(s) or intellectual property.
4. Agree that the terms, covenants, and conditions of this Assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon us [me], as well as our [my] heirs, legal representatives, and assigns.
5. Promise and affirm that we [I] have not entered, and will not enter, into any assignment, contract, or understanding that conflicts with this Assignment.

Signed on the dates indicated beside our [my] signatures [signature].

Signature:  Date: 3-2-18
Karen Behnke

Signature:  Date: 3.2.18
Jessica Gates

Signature: _____ Date: _____
Amber Jordan

Signature: _____ Date: _____
Zhanna Kutsenkova

ASSIGNMENT

"BOTTLE"

Appln. No. 29/638,225

Page 2 of 3

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Signed on the dates indicated beside our [my] signatures [signature].

Signature: _____
Karen Behnke

Date: _____

Signature: _____
Jessica Gates

Date: _____

Signature: 
Amber Jordan

Date: 3/1/18

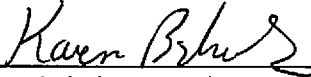
Signature: 
Zhanna Kutsenkova

Date: 3/1/18

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"BOTTLE"
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DEED OF ACCEPTANCE

I (we), Juice Beauty, Inc., with offices at 709 Fifth Avenue, San Rafael,
California 94901, USA declare that I (we) accept the rights given in the attached
Assignment.

By: 
Karen Behnke, Founder

KILPATRICK TOWNSEND 70525947 1