

<b>PATENT ASSIGNMENT COVER SHEET</b>
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EPAS ID: PAT5146608

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
RIED FLOCO	09/18/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	PIERPOINT, INC.
<b>Street Address:</b>	1247 SIMPSON WAY
<b>City:</b>	ESCONDIDO
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92029
<b>PROPERTY NUMBERS Total: 5</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29623929
<b>Application Number:</b>	29659233
<b>Application Number:</b>	29659235
<b>Application Number:</b>	29661018
<b>Application Number:</b>	29663625
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(858)430-2427
<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>	8587242450
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<b>Correspondent Name:</b>	ELEANOR MUSICK
<b>Address Line 1:</b>	MUSICK DAVISON LLP
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<b>ATTORNEY DOCKET NUMBER:</b>	PIERPT.0005-9DP
<b>NAME OF SUBMITTER:</b>	ELEANOR MUSICK
<b>SIGNATURE:</b>	/eleanor musick/
<b>DATE SIGNED:</b>	09/18/2018
<b>Total Attachments: 1</b>	



ASSIGNMENT

WHEREAS, I, **Ried Floco**, a citizen of the United States, am the inventor of certain new and useful improvements relating to a cupholder tray system for which the below-identified design patent applications were filed in the United States Patent and Trademark Office, which filings were authorized by me:

<u>Filing Date</u>	<u>Application No.</u>	<u>Title</u>	<u>Attorney Dkt No.</u>
2017-10-27	29/623,929	Cupholder Tray	0005DP
2018-08-07	29/659,233	Storage Container	0006DP
2018-08-07	29/659,235	Storage Container	0007DP
2018-08-28	29/661,018	Storage Container Lid	0008DP
2018-09-17	29/663,625	Cupholder Tray	0009DP

AND WHEREAS, **PierPoint, Inc.** (hereinafter "ASSIGNEE"), a California corporation, with its principal place of business at 1247 Simpson Way, Escondido, CA 92029, desires to acquire the entire right, title, and interest in and to said improvements and said Applications:

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I, said inventor, do hereby acknowledge that I have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under said improvements, and said Applications and all applications claiming the benefit of the filing date of said Applications, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to ASSIGNEE, successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HEREBY covenant and agree that I will communicate to ASSIGNEE, successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all utility, divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid ASSIGNEE, successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 18 day of September 2018.

  
Ried Floco