

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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EPAS ID: PAT5203615

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
MATTHEW JOHNSON	10/15/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	IMAGEN BRANDS, LLC
<b>Street Address:</b>	4680 PARKWAY DRIVE, SUITE 200
<b>City:</b>	MASON
<b>State/Country:</b>	OHIO
<b>Postal Code:</b>	45040
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29615945
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(256)517-5285
<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>	256-517-5140
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<b>Correspondent Name:</b>	STEPHEN H. HALL
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<b>Address Line 4:</b>	HUNTSVILLE, ALABAMA 35801
<b>ATTORNEY DOCKET NUMBER:</b>	0E0026-301095
<b>NAME OF SUBMITTER:</b>	STEPHEN H. HALL
<b>SIGNATURE:</b>	/Stephen H. Hall/
<b>DATE SIGNED:</b>	10/24/2018
<b>Total Attachments: 2</b>	
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source=Assignment_29615945#page2.tif	

## ASSIGNMENT OF PATENT APPLICATION

FOR GOOD AND VALUABLE CONSIDERATION,

The receipt of which is hereby expressly acknowledged, the undersigned do hereby agree to assign and do hereby sell, assign and transfer unto Imagen Brands, LLC ("Assignee"), a limited liability company organized under the laws of the State of Alabama, and its successors, assigns and legal representatives, the entire right, title and interest, for all countries in and to certain patent applications and inventions relating to

## BEVERAGE CONTAINER HOLDER

as described in a Nonprovisional Patent Application filed on August 31, 2017 as Application Serial No. 29/615,945, and the invention(s) and improvement(s) set forth therein, any and all continuations, continuations-in-part, divisionals, and renewals of and substitutes for said applications and their equivalents in U.S. and/or foreign jurisdictions, all applications claiming priority to or the benefit of said applications, including patent applications filed in U.S. and/or foreign jurisdictions or under any international convention, and all the rights and privileges under any and all Patent that may be granted therefore in any country, and any reissues, or reexaminations, or extensions of patent granted from any of the above and their equivalents in any jurisdiction. I/We request that any and all Patents issuing from said applications be issued to said Assignee, its successors, assigns and legal representatives, or to such nominees as it may designate.

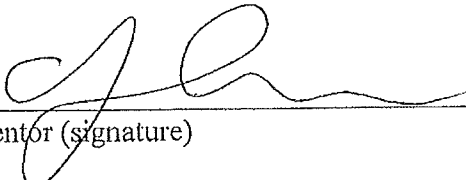
I/We agree that, when requested, we will, without charge to said Assignee but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing and maintaining patents for said inventions in any and all countries and for vesting title thereto in said Assignee, its successors, assigns and legal representatives or nominees.

I/We authorize and empower said Assignee, its successors, assigns and legal representatives or nominees, to invoke and claim for any application for patent or other form of protection for said inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from us.

I/We hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document which may be required in any country for any purpose and more particularly in proof of the right of said Assignee or nominee to claim the aforesaid benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it.

I/We covenant with said Assignee, its successors, assigns and legal representatives, that the rights and property herein conveyed are free and clear of any encumbrance, and that we have full right to convey the same as herein expressed.

IN WITNESS WHEREOF, I/We have hereunto signed on the day and year set forth below.

 10/15/18  
Inventor (signature) DATE

Matthew Johnson  
(Inventor's Typed Name)

STATE OF ALABAMA )  
 ) SS  
COUNTY OF \_\_\_\_\_)

On this \_\_\_\_\_ day of \_\_\_\_\_, 2018, before me personally came the above named Matthew Johnson who is personally known or proved to me on the basis of satisfactory evidence to be the same individual who executed the foregoing assignment, and who acknowledged to me that he executed the same of his own free will for the use and purposes therein set forth.

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires: \_\_\_\_\_