

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT6302594

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CREATIVE IMPACT INC.	08/06/2020
RECEIVING PARTY DATA	
Name:	ZURU (SINGAPORE) PTE. LTD.
Street Address:	1003 BUKIT MERAH
City:	CENTRAL #06-07
State/Country:	SINGAPORE
Postal Code:	159836
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	15897569
Application Number:	16739792
CORRESPONDENCE DATA	
Fax Number:	(202)496-7756
<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:	2024967500
Email:	mlaip@dentons.com
Correspondent Name:	DENTONS US LLP
Address Line 1:	1900 K STREET, NW
Address Line 4:	WASHINGTON, D.C. 20006
ATTORNEY DOCKET NUMBER:	15800126. 081US00/081US21
NAME OF SUBMITTER:	SCOTT W. CUMMINGS
SIGNATURE:	/Scott W. Cummings/
DATE SIGNED:	09/16/2020
Total Attachments: 3	
source=ApparatusforHousingandRevealing_Assignment_6 August2020#page1.tif	
source=ApparatusforHousingandRevealing_Assignment_6 August2020#page2.tif	
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AGREEMENT OF ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

This Assignment Agreement (this "Agreement") is effective as of 6 August 2020 (the "Effective Date")

BY AND BETWEEN

Creative Impact Inc., a corporation of the British Virgin Islands ("Assignor").

AND

ZURU (Singapore) Pte. Ltd., a corporation of the Republic of Singapore, with its principal place of business at 1003 Bukit Merah Central #06-07, Singapore 159836 ("Assignee").

Each a "Party", collectively, "Parties".

RECITALS

Assignor is the owner of the inventions and the Intellectual Property Rights.

Assignor acknowledges that the Assignee is or should be the legal and beneficial owner of the inventions and the Intellectual Property Rights.

The Assignor has agreed to assign the Inventions and the Intellectual Property Rights to the Assignee, and the Assignee has agreed to accept the foregoing, subject to the terms of this Agreement.

This Agreement is subject to all of the provisions of the Standard Terms and Conditions which are attached to and made a part of this Agreement. The Parties by executing this Agreement acknowledge that they have reviewed and understand all provisions of this Agreement, including the attached Standard Terms and Conditions, and intends to be bound thereby.

EXECUTED on behalf of the Parties as of the Effective Date by their authorised signatories.

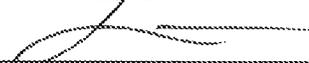
Creative Impact Inc.
ASSIGNOR

ZURU (Singapore) Pte. Ltd.
ASSIGNEE


Name: Stephen Drysdale
Title: Authorized Signatory
Date: 6 August 2020


Name: Stephen Drysdale
Title: In-House Counsel
Date: 6 August 2020

WITNESSED BY:


Name: Liam Whittaker
Place: AUCKLAND, NZ
Occupation: SALES MANAGER

WITNESSED BY:


Name: ZACK PENTECOST
Place: AUCKLAND, NZ
Occupation: PROJECT MANAGER

STANDARD TERMS & CONDITIONS

1. DEFINITIONS AND INTERPRETATION

- 1.1 Copyright means all copyrights and all rights in the nature of copyright, in any original artistic, literary and other works comprising or relating to the inventions, that exist or may in the future exist anywhere in the world.
- 1.2 Design Rights means all rights in and to the designs to be applied to articles of, or relating to, the inventions that exist or may in the future exist anywhere in the world including, but not limited to:
- (a) the right to apply for and obtain protection for such designs in relation to such articles and the rights conferred by such protection when granted;
 - (b) the right to claim priority under any international convention or agreement, including the Paris Convention (as amended), from any such application referred to in paragraph (a) above;
 - (c) all unregistered design rights arising from the inventions; and
 - (d) all semi-conductor topography or integrated circuit layout rights arising from the inventions.
- 1.3 Intellectual Property Rights means the Copyright, Design Rights, Patent(s), Patent Application(s), Patent Rights, and any other invention, idea, trade secret, know-how, unregistered design right, trade mark, trade dress, domain name, or software code, and includes any or all goodwill associated with the foregoing or otherwise existing, together with any current or future applications for any registrable items of any of the foregoing.
- 1.4 Inventions means any and all other inventions the subject of the Patent Application(s).
- 1.5 Patent(s) means those patents listed in Schedule A to this Agreement.
- 1.6 Patent Application(s) means International Application no. PCT/IB2018/050887.
- 1.7 Patent Rights means all patent rights in and to the inventions that exist or may in the future exist anywhere in the world including, but not limited to:
- (a) the right to apply for and obtain patents or other similar forms of protection for the inventions in any country;
 - (b) the right to claim priority under any international convention or agreement, including the Paris Convention (as amended) from any application referred to in paragraph (a) above;
 - (c) all rights conferred by any patents or similar forms of protection obtained from any applications referred to in paragraphs (a) and (b) above; and
 - (d) the Patent(s) together with:
 - (i) any patent that may be granted pursuant to the Patent Application(s); and
 - (ii) any future patent(s) any patent application(s) that are based on or derive priority from or have equivalent claims to the Patent Application(s) in any country in the world (including divisionals, continuations in part, supplementary protection certificates, reissues, extensions, innovation patents and petty patents).

2. ASSIGNMENT

- 2.1 Assignment. For good and valuable consideration of USD 1.00, the sufficiency of which the Parties hereby acknowledge, the Assignor sells, assigns and transfers to the Assignee absolutely all of the Assignor's rights, title and interest in and to:
- (a) the inventions; and
 - (b) the intellectual Property Rights.
- 2.2 Rights of Action. The assignments effected by Clause 2.1 include, without limitation the assignment and transfer of
- (a) the right to sue for damages for infringement or misuse of the Intellectual Property Rights; and
 - (b) all other rights of action, powers, legal and equitable remedies, and benefits arising from ownership of the Intellectual Property Rights
- in relation to all causes of action arising before, on or after the Effective Date.

3. FURTHER ACTIONS

- 3.1 If requested by the Assignee, the Assignor will, at the Assignee's expense, execute all documents, give such assistance and do all other acts and things as may be necessary or desirable to give effect to the assignment in this Agreement and to enable the Assignee to prosecute, maintain, renew, enforce and defend the Intellectual Property Rights.

4. GENERAL

- 4.1 Waiver. No failure or delay by any party in exercising any right, power or privilege under this Agreement will operate as a waiver of such right, power or privilege, nor will any single or partial exercise preclude any other or further exercise of any right, power or privilege under this Agreement.
- 4.2 Counterparts. This Agreement may be executed in any number of counterparts (including facsimile and electronically-scanned copies), all of which, when taken together, shall be regarded as one and the same instrument.
- 4.3 Governing Law. The formation, validity, construction and performance of this Agreement will be governed by and construed in accordance with the laws of Hong Kong. The parties irrevocably agree that the Courts of Hong Kong will have the non-exclusive jurisdiction to hear and determine all disputes under or in connection with this Agreement. The parties irrevocably waive any objections to Hong Kong as the forum for proceedings on the grounds of forum non-conveniens or any similar grounds.
- 4.4 Grant. The Parties hereby grant the firm of DENTONS US LLP, 1900 K Street, N.W., Washington, D.C. 20006 the power to insert on this Agreement any further identification, including the application number and filing date, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office and the rules of any and all foreign countries for recordation of this Agreement.

SCHEDULE A

Patent(s)

Description	Jurisdiction	Application Number
Apparatus for Housing and Revealing a Plurality of Children's Toys	Canada	3052921
Apparatus for Housing and Revealing a Plurality of Children's Toys	China	2018800122683.0
Apparatus for Housing and Revealing a Plurality of Children's Toys	EPO	18764756.7
Apparatus for Housing and Revealing a Plurality of Children's Toys	PCT	PCT/IB2018/050887
Apparatus for Housing and Revealing a Plurality of Children's Toys	USA	15/897569
Apparatus for Housing and Revealing a Plurality of Children's Toys	USA	16/739792
Apparatus for Housing and Revealing a Plurality of Children's Toys	Hong Kong	62020007916.3