

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT6592316

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	MORENSTEIN CRONAN, LLC	06/06/2018
RECEIVING PARTY DATA		
Name:	JUUL LABS, INC.	
Street Address:	560 20TH STREET	
Internal Address:	BUILDING 104	
City:	SAN FRANCISCO	
State/Country:	CALIFORNIA	
Postal Code:	94107	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	16114206
CORRESPONDENCE DATA		
Fax Number:	(858)314-1501	
<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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Correspondent Name:	MINTZ	
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Address Line 2:	SUITE 300	
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ATTORNEY DOCKET NUMBER:	062210-508C21US	
NAME OF SUBMITTER:	JUSTIN J. LEISEY	
SIGNATURE:	/Justin J Leisey/	
DATE SIGNED:	03/09/2021	
Total Attachments: 4		
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JUUL_Redacted#page4.tif

ASSIGNMENT

Morenstein Cronan, LLC, with an office at **582 6th Street, San Francisco, CA 94103** and doing business as **Branch Creative**, the undersigned, herein referred to as ASSIGNOR, for good and valuable consideration, the receipt of which is hereby acknowledged, confirm that we have sold and assigned, and do hereby assign, sell, and transfer to **JUUL Labs, Inc.**, with an office at **560 20th Street, Building 104, San Francisco, CA 94107**, formerly known as Ploom, Inc., and also formerly known as PAX Labs, Inc., and to its successors, assigns, and legal representatives, collectively hereinafter referred to as the ASSIGNEE:

- (1) our entire right, title and interest for the United States and in all countries, in and to any and all inventions, discoveries, and applications which are disclosed in any of the patents or patent applications listed in the enclosed SCHEDULE, including (a) the right to sue for past infringement and to collect for all past, present, and future damages, (b) any subsequently filed patent applications, which claim priority to any of the patents or patent applications listed in the enclosed SCHEDULE, including any renewals, revivals, reissues, reexaminations, extensions, continuations, continuations-in-part, and divisions thereof, and any substitute applications therefor, and (c) any and all forms of intellectual and industrial property protection derivable from any of the patents or patent applications listed in the enclosed SCHEDULE or any continuing applications, reissues, extensions, renewals, and reexaminations of any of the patents or patent applications listed in the enclosed SCHEDULE, including, without limitation, patents, applications, utility models, inventor's certificates, and designs;
- (2) the full and complete right to file patent applications in the name of the ASSIGNEE, its designee, or in our names as the ASSIGNEE, or its designee's election, on the aforesaid inventions, discoveries, and applications in all countries of the world;
- (3) the entire right, title, and interest in and to any Letters Patent which may issue thereon in the United States or in any country, and any renewals, revivals, reissues, reexaminations, and extensions thereof, and any patents of confirmation, registration and importation of the same; and
- (4) the entire right, title, and interest in all Convention and Treaty Rights of all kinds thereon, including without limitation all rights of priority in any country of the world, in and to the above inventions, discoveries, and applications.

We hereby authorize and request the competent authorities to grant and to issue any and all such Letters Patent in the United States and throughout the world to the ASSIGNEE of the entire right, title, and interest therein, as fully and entirely as the same would have been held and enjoyed by us had this assignment, sale, and transfer not been made.

We agree, at any time, upon the request of the ASSIGNEE, to execute and to deliver to the ASSIGNEE any additional applications for patents for said inventions and discoveries, or any part or parts thereof, and any applications for patents of confirmation, registration, and importation based on any Letters Patent issuing on said inventions, discoveries, or applications and divisions, continuations, renewals, revivals, reissues, reexaminations, and extensions thereof.

We further agree at any time to execute and to deliver upon request of the ASSIGNEE such additional documents, if any, as are necessary or desirable to secure patent protection on said inventions, discoveries, and applications throughout all countries of the world, and otherwise to do the necessary

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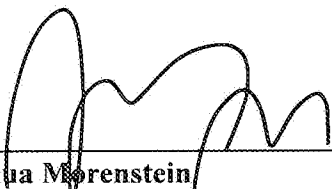
to give full effect to and to perfect the rights of the ASSIGNEE under this Assignment, including the execution, delivery, and procurement of any and all further documents evidencing this assignment, transfer, and sale as may be necessary or desirable.

We hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

We further covenant that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention, said Letters Patent, and legal equivalents, as may be known and accessible to ASSIGNOR, that ASSIGNOR will testify as to the same in any interference, litigation, or proceeding related thereto, and that ASSIGNOR will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue, and enforce said application, said invention, said Letters Patent, and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

ASSIGNOR:

Date: 06/06/18

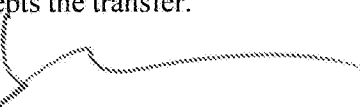


Joshua Morenstein
Managing Member

AGREEMENT OF ASSIGNEE:

ASSIGNEE hereby agrees to the terms above and accepts the transfer.

Date: 6/6/18



Wayne Sobon
Vice President, Intellectual Property

[illegible]

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Feb 11, 2016

Feb 11, 2016