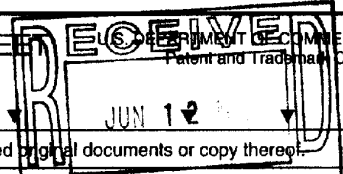


06-16-1998

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To the Honorable Commissioner c

100738763

... attached original documents or copy thereof

1. Name of conveying party(ies):  
GRUEN MARKETING CORPORATION

2. Name and address of receiving party(ies)  
Name: M. Z. BERGER & CO, INC.

Additional name(s) of conveying party(ies) attached?  Yes  No

Internal Address: \_\_\_\_\_

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_

Street Address: 33-00 Northern Blvd.

Long Island City NY 11101  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Execution Date: Dec. 30, 1996

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or patent number(s):  
If this document is being filed together with a new application, the execution date of the application is: \_\_\_\_\_

A. Patent Application No.(s)  
08/569,588

B. Patent No.(s)

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: HELEGOTT & KARAS, P.C.

6. Total number of applications and patents involved:

Internal Address: \_\_\_\_\_  
BRGR 14.151

7. Total fee (37 CFR 3.41).....\$ 40.00

Enclosed  
 Authorized to be charged to deposit account

Street Address: Empire State Building  
60th Floor  
City: New York State: NY ZIP: 10118

8. Deposit account number:  
08-1634  
(Attach duplicate copy of this page if paying by deposit account)

05/16/1998 DCBATES 00000049 00569588

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40.00 DP

9. Statement and signature.  
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Samson Helfgott  
Name of Person Signing

[Signature]  
Signature

June 11, 1998  
Date

Reg. No. 23,072

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

## WORLDWIDE PATENT ASSIGNMENT

WHEREAS, GRUEN MARKETING CORPORATION, a Delaware corporation of 150 Erie & Susquehanna Avenue, Exeter, PA 18643 ("Assignor") is the owner of the U.S. and foreign patents and patent applications, including but not limited to those listed on Schedule A.

WHEREAS, M. Z. BERGER & Co., INC., a Delaware corporation of 33-00 Northern Blvd., Long Island City, NY 11101 ("Assignee") is desirous of acquiring from Assignor all right, title and interest in and to said U.S. and foreign Patents and Patent Applications and any and all other Letters Patent that may be obtained therefor or thereupon, and all continuations, divisionals, reissues, and extensions thereof;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, paid by Buyer, the receipt of which is hereby acknowledged, Assignor has sold, assigned, transferred and set over and by these presents does sell, assign, transfer and set over unto Assignee, its successors, and assigns, its right, title and interest in and to the Patents and Patent Applications and all continuations, divisionals, reissues, and extensions thereof, and further assigns to Buyer its whole right, title, and interest in and to the Patents and Patent Applications throughout all countries foreign to the United States, and have and to hold for its own use and the use of its successors and assigns as fully and entirely as the same might be enjoyed by Seller if this sale and assignment had not been made.

Assignor covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Assignment. Assignor further covenants that, upon the Assignee's request, (i) Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Patents and Patent Applications in the Assignee (ii) Assignee will be provided promptly with all pertinent facts and documents relating to the Patents and Patent Applications thereof that have been filed or issued and (iii) Assignor will cooperate with Assignee in providing testimony as to said Patent Applications and Letters Patent of the United States in any interference, litigation or proceeding related thereto and will use its best efforts to promptly execute and deliver to Buyer or its legal representatives and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said applications and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, this assignment is executed as of this  
27th day of December, 1996.

GRUEN MARKETING CORPORATION

By: *Robert Galhe*  
Name: Robert Galhe

PENNSYLVANIA  
STATE OF NEW YORK )  
                  LUZERNE ) ss.  
COUNTY OF NEW YORK )

On this 30th day of December, 1996, before me personally came  
ROBERT GALHE, to me known, who being by me duly sworn, did depose  
and say that he is the CEO [title] of Gruen Marketing Corporation, the corporation  
described in and which executed the foregoing instrument, and that he had the authority to  
sign his name hereto on behalf of the corporation.

[Notarial Seal]

*Sam A. Rostock, Jr.*  
Notary Public

NOTARIAL SEAL  
SAM A. ROSTOCK, JR., NOTARY PUBLIC  
WILKES-BARRE, LUZERNE COUNTY  
MY COMMISSION EXPIRES AUGUST 9, 1999

SCHEDULE A

Serial Number

08/569,588

Filing Date

December 8, 1995