

Client Code: NOJO.001A

07-14-1998

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TO THE ASSISTANT COMMISSIONER FO.

nal documents or copy thereof

1. Name of conveying party(ies): (If multiple assignors, list numerically)

Shirley D. Pepys

Additional name(s) of conveying party(ies) attached?

() Yes (X) No

2. Name and address of receiving party(ies):

Name: Noel Joanna, Inc.

Internal Address:

Street Address: 22942 Arroyo Visa

City: Rancho Santa Margarita State: California ZIP: 92668

Additional name(s) of receiving party(ies) attached?

() Yes (X) No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other:

Execution Date: (If multiple assignors, list execution dates in numerical order corresponding to numbers indicated in 1 above) June 24, 1998

4. Application number(s) or Patent number(s):

() Application(s) filed herewith Execution Date(s):

(X) Patent Application No.: 09/053,402

Filing Date: March 31, 1998

() Patent No.:

Issue Date:

Additional numbers attached? () Yes (X) No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Lori L. Yamato

KNOBBE, MARTENS, OLSON & BEAR, LLP

Customer No. 20,995

Internal Address: Sixteenth Floor

Street Address: 620 Newport Center Drive

City: Newport Beach State: CA ZIP: 92660

Attorney's Docket No.: NOJO.001A

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

(X) Enclosed

(X) Authorized to be charged to deposit account if any additional fees are required, or to credit any overpayment

8. Deposit account number: 11-1410

Please charge this account for any additional fees which may be required, or credit any overpayment to this account.

6. Total number of applications and patents involved: 1

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.

Lori L. Yamato

Name of Person Signing

Signature

July 2, 1998

Date

40,881

Registration No.

Total number of pages including cover sheet, attachments and document: 2

Mail documents to be recorded with required cover sheet information to:

07/13/1998 DMSUYEN 00000127 09053402

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Assistant Commissioner for Patents

Box Assignments

Washington, D.C. 20231

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PATENT

REEL: 9296 FRAME: 0640

ASSIGNMENT

WHEREAS, I, Shirley D. Pepys, a United States of America citizen, residing at 526 South Bay Front, Balboa Island, California, 92662, have invented certain new and useful improvements in a PHOTO ALBUM FOR AN INFANT for which I have filed an application for Letters Patent in the United States, Application No. 09/053,402, filed March 31, 1998;

AND WHEREAS, Noel Joanna, Inc. (hereinafter "ASSIGNEE"), a California Corporation, with its principal place of business at 22942 Arroyo Visa, Rancho Santa Margarita, California, 92668, desires to acquire the entire right, title, and interest in and to the said improvements and the said Application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the 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 the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the said improvements. and the said application 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 I 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 the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HEREBY covenant and agree that I will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to me respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its 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 24 day of June 1998

Shirley D. Pepys
SHIRLEY D. PEPYS

STATE OF Calif. }
COUNTY OF Orange } ss.

On June 24, 1998, before me, Debra Hinkens, personally appeared Shirley D. Pepys personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity(ies), and that by her signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

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Debra Hinkens
Signature