



100856129

Docket No. 310048-333

To the Hon. Commissioner of Patents & Trademarks: Please record the attached original documents or copy thereof.

MRD 10-08-98

1. Name of conveying party(ies):  
  
Gustav Ray  
  
Additional name of conveying party attached?  Yes  No

2. Name and address of receiving party(ies)  
  
Name Avery Dennison Corporation  
  
Internal Address: \_\_\_\_\_  
  
Street Address: 150 No. Orange Grove  
\_\_\_\_\_  
  
City: Pasadena State CA ZIP 91103  
  
Additional name(s) and address(es) attached? Yes  No

J-542 U.S. PTO  
09/169166  
10/08/98

3. Nature of conveyance:  
  
 Assignment  Merger  
  
 Security Agreement  Change of Name  
  
 Other \_\_\_\_\_  
  
Execution Date: October 6, 1998

4. Application number(s) or patent numbers: 09/169166  
  
If this document is being filed together with a new application, the execution date of the application is: October 6, 1998  
  
A. Patent Application No.(s) B. Patent No.(s)  
  
Additional numbers attached?  Yes  No

5. Name and address party to whom correspondence concerning document should be mailed:  
  
Name Alan C. Rose, Esq.  
Oppenheimer Wolff & Donnelly LLP  
  
Internal Address: Suite 3800  
  
Street Address 2029 Century Park East  
  
City: Los Angeles State CA ZIP 90067

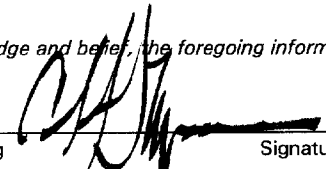
6. Total number of applications and patents involved: 1

10/19/1998 DMGUYEH 00000336 09169166  
01 TC:581 40.00 OP

7. Total fee (37 CFR 3.41) \$ 40.00  
  
 Enclosed  
  
 Authorized to be charged to deposit account

8. Deposit Account number:  
16-2230

DO NOT USE THIS SPACE

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.*  
  
Clifton W. Thompson  October 8, 1998  
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 3

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

**ASSIGNMENT**

WHEREAS, I, GUSTAV RAY, residing at 607 East Utica, #2, Huntington Beach, California 92648, County of Orange, State of California, the undersigned inventor (ASSIGNOR), have invented a SIMPLIFIED RING BINDER SYSTEM FOR NOTEBOOKS, for which I am about to file application for Letters Patent of the United States. I have executed the application concurrently with executing this assignment. I am the sole owner of this invention and improvements; and

WHEREAS, AVERY DENNISON CORPORATION., (ASSIGNEE) is a corporation organized and existing under the laws of the state of Delaware having a place of business at 150 North Orange Grove, Pasadena, California 91103, the ASSIGNEE herein, desires to acquire the entire right, title and interest in and to the inventions, applications and Letters Patent to be granted and issued for the inventions and applications;

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) by the ASSIGNEE to me paid, and other valuable consideration, the receipt and legal sufficiency of all of which I acknowledge, I, the ASSIGNOR, have sold and do hereby sell, assign, transfer and set over unto the ASSIGNEE, its successors and assigns, the entire right, title and interest in and to the inventions and all improvements thereon, in and to the application for Letters Patent thereon, in and to applications pertaining to or based upon the inventions and applications, including divisional and continuing applications and continuations-in-part, and in and to any and all Letters Patent which may be granted and issued on the inventions and applications, or any of them, not only for, to and in the United States of America, its territories and possessions, but for, to and in all foreign countries, together with and including all priority rights based upon any and all applications in the United States of America covered by this Assignment.

And for the above-named considerations, I agree that I will, at the request of the ASSIGNEE, execute any and all applications for Letters Patent for the inventions and any and all other papers and documents and do all other and further lawful acts that the ASSIGNEE may deem necessary or desirable to obtain Letters Patent on the inventions, to secure the grant of such Letters Patent and to perfect and vest in the ASSIGNEE the entire right, title and interest in the inventions, applications and Letters Patent.

And for the above-named considerations, I authorize and empower the ASSIGNEE, its successors and assigns, to apply for and obtain, in its or their own names, Letters Patent for the inventions before competent International Authorities including the World Intellectual Property Office and in any and all countries foreign to the United States in which applications for Letters Patent can be so made or Letters Patent so obtained.

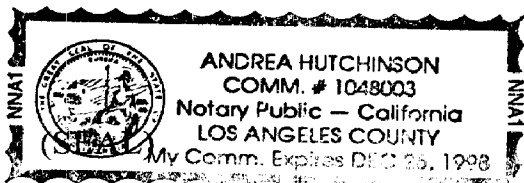
Dated: 10/6, 1998

  
GUSTAV RAY

STATE OF CALIFORNIA )  
 ) ss.  
COUNTY OF LOS ANGELES) *ORANGE*

On this 6<sup>th</sup> day of October, 1998, before me Andrea Hutchinson, the undersigned Notary Public, personally appeared Gustav Ray, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.



Andrea Hutchinson  
Notary Public