

03-26-1999

MAR 2 1999



100998715

1. Name of party or parties conveying  
an interest:J. Gregory Nitsche  
Lawrence Mass2. Name and address of party or parties  
receiving an interest:Name: Mass Market Ideas LLC  
Address: 5 Berkley Lane  
City: Rye Brook  
State: New York  
Zip: 10573

3. Description of the interest conveyed:

☒ Assignment☐ Merger☐ Change of Name☐ Security Agreement

Other:

Execution Dates: Feb. 1, 1999; Feb.  
1, 19994. Application number(s) or patent  
number(s). Additional sheet attached?  
YES \_\_\_\_\_ NO ☒If the document is being filed together  
with a new application, the execution  
date of the application is:

A. Patent application no.(s):

09/244,998

B. Patent no.(s):

5. Name and address of party to whom  
correspondence concerning this cover  
sheet should be mailed:Name: Martin J. Hirsch  
Reg. No. 32,237  
MARSHALL, O'TOOLE, GERSTEIN,  
MURRAY & BORUN  
Street Address: 6300 Sears Tower,  
233 South Wacker Drive  
City: Chicago  
State: Illinois Zip: 60606-64026. Number of applications and/or patents  
identified on this cover sheet:

1

7. Amount of fee enclosed or authorized  
to be charged:  
\$ 40.008. Any additional required fee may be  
charged, or any overpayment credited to  
our deposit account: 13-28559. To the best of my knowledge and belief, the information contained on this  
cover sheet is true and correct and any copy submitted is a true copy of the original  
document.

Date: 3/19/99

03/25/1999 DNGUYEN 00000177 09/244998

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40.00 OP

Martin J. Hirsch  
Reg. No. 32,237

Total number of pages including cover sheet, attachments, and document: 5

**A S S I G N M E N T**

Serial No: 09/244,998  
Filed: Feb. 4, 1999  
Title: PUZZLE TOY

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned hereby assigns to Mass Market Ideas LLC, 5 Berkley Lane, Rye Brook, New York 10573, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, executed by the undersigned on 2/1/99, and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the execution date and/or filing date and serial number of said application when officially known.

The undersigned warrants himself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agrees upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned with said assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

WITNESS my hand this 1<sup>st</sup> day of February, Nineteen Hundred and Ninety-Nine.

State of New York  
County of Westchester

} ss.

Lawrence Mass  
Lawrence Mass

On this 1<sup>st</sup> day of February, 1999, before me, a Notary Public in and for the County and State aforesaid, appeared Lawrence Mass, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: 07-15-2000

Tanya D. Norris  
Notary Public

TANYA D. NORRIS  
Notary Public, State of New York  
No. 01NO5063100  
Qualified in Westchester County  
Commission Expires 07-15-2000

**A S S I G N M E N T**

Serial No: 09/244,998  
Filed: Feb. 4, 1999  
Title: PUZZLE TOY

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned hereby assigns to Mass Market Ideas LLC, 5 Berkley Lane, Rye Brook, New York 10573, (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, executed by the undersigned on 2/1/99, and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the execution date and/or filing date and serial number of said application when officially known.

The undersigned warrants himself to be the owner of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agrees upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned with said assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

WITNESS my hand this 1st day of February, Nineteen Hundred and Ninety-Nine.

State of Maryland  
County of Montgomery } ss.

J. Gregory Nitsche  
J. Gregory Nitsche

On this 1st day of February, 1999, before me, a Notary Public in and for the County and State aforesaid, appeared J. Gregory Nitsche, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: KATHLEEN BAGOT  
NOTARY PUBLIC STATE OF MARYLAND  
My Commission Expires February 6, 2002

Kathleen Bagot  
Notary Public