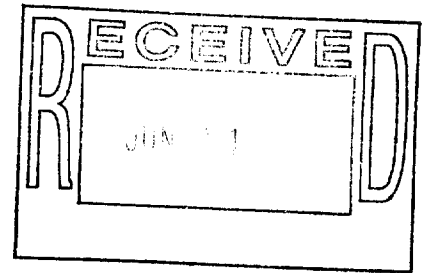


06-25-1999



101075012

**RECORDATION FORM COVER SHEET**  
**PATENTS ONLY**



To the Honorable Commissioner of Patents and Trademarks.  
Please record the attached original document or copy thereof.

1. Name of conveying party(ies):

Andrea Walters-Dowding, Lynn Lippert,  
Sun Lacy, Kent Shaeffer

Additional name(s) of conveying

party(ies) attached? Yes ☒ No

6-21-99

3. Nature of conveyance:

☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other

Execution Date: May 10, 1999

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

Name: The Longaberger Company

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

Street Address: 1500 East Main Street,

P.O. Box 3400

City Newark

State Ohio

Country: USA

Additional name(s) & address(es) attached?

☐ Yes ☒ No

4. Application number(s) or patent number(s)

If this document is being filed with a new application, the execution date of the application is:

A. Patent Application No.(s)

29/100,939

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Alexandra Urban

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

Porter, Wright, Morris & Arthur

Street Address: 41 South High Street

City: Columbus State: OH ZIP: 43215

6. Total number of applications and patents  
involved: 1

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

☒ Enclosed

☐ Authorized to be charged to deposit account

8. Deposit account number: 16-2326

(Attach duplicate copy of this page if paying  
by deposit account)

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 documents.

Laurie N. Jacques

Name of Person Signing

Signature

June 18, 1999

Date

Total number of pages comprising cover sheet: 1

Do not detach this portion

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

06/23/1999 MTHA11 00000271 29100939

01 FC:581

40.00 00

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

## ASSIGNMENT

Of: EASEL

From: Andrea Walters-Dowding, an individual  
Lynn Lippert, an individual  
Sun Lacy, an individual  
Kent Shaeffer, an individual

To: The Longaberger Company, a corporation of Ohio

We, Andrea Walters-Dowding, a citizen of the United States residing in Dresden, Ohio, Lynn Lippert, a citizen of the United States residing in Newark, Ohio, Sun Lacy, a citizen of the United States residing in Newark, Ohio, and Kent Shaeffer, a citizen of the United States residing in Newark, Ohio, are inventors of a new, original, and ornamental design for EASEL, for which we and our co-inventors, Russell Gilbert and Shane Mathews, are applying for Letters Patent of the United States by an application so titled, the specification of which was filed February 22, 1999 and has been assigned Application No. 29/100,939;

For good and valuable consideration paid to us from The Longaberger Company, a corporation of the State of Ohio having its corporate offices at 1500 East Main Street, Newark, Ohio 43058-3400, the receipt and sufficiency of which we acknowledge, by this Assignment;

We sell, assign, and transfer to The Longaberger Company our entire and undivided right, title, and interest in and to our invention of a new, original, and ornamental design for EASEL, our said application for letters patent, the invention described therein, and all rights appurtenant thereto and in all our applications related thereto, including each of the following: the right to apply for any letters patent for said invention in the United States and all foreign countries, all

other applications for letters patent on said invention, in whatsoever countries, including all divisional, renewal, substitute, and continuation applications based in whole or in part upon said invention or upon said application or related thereto; all letters patent that may issue thereon in the United States and foreign countries and all reissues, extensions, renewals, divisions, or continuations of letters patent granted for said inventions or upon said applications, to the full end of the term or terms for which said letters patent may be issued; and every priority or other right accorded by every international convention, treaty, or agreement that is or may be predicated upon or arise from said invention, application and other applications or letters patent therefor, all to be held and enjoyed by The Longaberger Company, its successors and assigns, all the same as we would have held and enjoyed had this Assignment not been made;

We authorize and grant the right to The Longaberger Company to file and prosecute patent applications in all countries for any part of said invention in our names or in the name of The Longaberger Company or otherwise, as The Longaberger Company may deem advisable under any international convention, treaty, or agreement or otherwise;

We authorize the Commissioner of Patents and Trademarks of the United States and the empowered officials of all other countries to grant, issue, and transfer any letters patent for the said inventions arising out of said application to The Longaberger Company, as assignee of our entire right, title, and interest therein, in accordance with this instrument of assignment;

We represent and warrant that there are no rights or interests outstanding inconsistent with the rights and interests granted herein; we covenant that we will not execute, grant, or transfer any rights or interests inconsistent herewith; we bind ourselves to execute and deliver to


The Longaberger Company, its successors and assigns, any further documents or instruments and to perform any further acts that may be deemed necessary to enable it, its successors and assigns, to file the said applications for letters patent for the said invention in any country in which it may elect to file such applications, and to vest in The Longaberger Company, its successors and assigns, the title herein conveyed and intended to so be conveyed, and to enable such title to be recorded in the United States and each foreign country in which each such application may be filed so that any patent issued thereon shall be issued to The Longaberger Company, its successors and assigns; and we further covenant and agree, that we will, upon request, communicate to The Longaberger Company, its successors and assigns, any facts relating to the said invention and the history thereof known to us, and that we will testify as to the same in any interference or other litigation when requested to do so by The Longaberger Company, its successors and assigns.

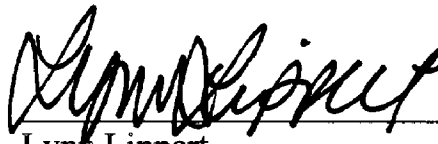
IN TESTIMONY WHEREOF, we have hereunto set our hands on the day(s) indicated.

  
Andrea Walters-Dowding

STATE OF OHIO                                )  
  )  
COUNTY OF LICKING                        )       ss:

On this 10th day of May, 1999 before me personally appeared Andrea Walters-Dowding, who executed the foregoing instrument and who acknowledged to me that she executed the same of her own free will for the purpose therein set forth.

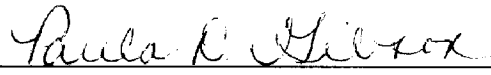
(seal)                                          
Notary Public       ANDREA M. KIRSH, Attorney At Law  
NOTARY PUBLIC - STATE OF OHIO  
MY COMMISSION HAS NO EXPIRATION DATE  
SECTION 147.03 R.C.  
\* \* \* \* \*

  
Lynn Lippert


STATE OF OHIO                                 )  
  )  
COUNTY OF LICKING                         )       ss:

On this 2<sup>nd</sup> day of April, 1999 before me personally appeared Lynn Lippert, who executed the foregoing instrument and who acknowledged to me that she executed the same of her own free will for the purpose therein set forth.

(seal)

  
Notary Public  
PAULA D. GIBSON  
NOTARY PUBLIC, STATE OF OHIO  
MY COMMISSION EXPIRES 9-19-01


\* \* \* \* \*

  
Sun Lacy

STATE OF OHIO                                 )  
  )  
COUNTY OF LICKING                         )       ss:

On this 5<sup>th</sup> day of April, 1999 before me personally appeared Sun Lacy, who executed the foregoing instrument and who acknowledged to me that she executed the same of her own free will for the purpose therein set forth.

(seal)

  
Notary Public  
PAULA D. GIBSON  
NOTARY PUBLIC, STATE OF OHIO  
MY COMMISSION EXPIRES 9-19-01


\* \* \* \* \*

  
Kent Shaeffer

STATE OF OHIO                    )  
  )  
COUNTY OF LICKING            )

ss:

On this 2<sup>nd</sup> day of April, 1999 before me personally appeared Kent Shaeffer, who executed the foregoing instrument and who acknowledged to me that he executed the same of his own free will for the purpose therein set forth.

  
Notary Public

(seal)

PAULA D. GIBSON  
NOTARY PUBLIC, STATE OF OHIO  
MY COMMISSION EXPIRES 9-19-01

COLUMBUS/0513370.01