

07-29-1999

FORM PTO-1595  
1-31-92

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HEET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

Docket No. 227/188

101104952

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

1. Name of conveying party(ies):  
Street Scene Equipment, LLC  
Additional name(s) of conveying party(ies) attached?  
☐ Yes ☒ No

3. Nature of conveyance:  
☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name

☐ Other \_\_\_\_\_Execution Date: June 1, 1999

2. Name and address of receiving party:  
Name: Performance Marketing, Inc.

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Street Address: 12691 Monarch StreetCity: Garden Grove State: CA Zip: 92841Additional 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). 29/077,707, filed 10/9/97 entitled  
"Pattern for a Vehicle Grille"

B. Patent No(s): \_\_\_\_\_

Additional numbers attached? ☐ Yes ☒ No

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

Name: Lawrence R. LaPorte

Internal Address: LYON & LYON LLP  
633 West Fifth Street, Suite 4700  
Los Angeles, CA 90071-2066

6. Total number of applications and patents involved: 1

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

☒ Enclosed☒ Charge this Deposit Account if any additional fee is required8. Deposit Account Number: 12-2475

## 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.

Lawrence R. LaPorte, Reg. No. 38,948Date: July 26, 1999Total number of pages including cover sheet: 3

OMB No. 0651-0011 (exp. 4/94)

## Do not detach this portion

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

Commissioner of Patents and Trademarks

Box Assignments

Washington, D.C. 20231

07/28/1999 NTHAI1 00000224 29077707

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MRD 7-26-99

**ASSIGNMENT**

WHEREAS Street Scene Equipment, LLC, ("Street Scene") a California limited liability company, having its address and principal place of business at 12691 Monarch Street, Garden Grove, California 92841, is the owner of the entire right, title and interest in and to the invention disclosed in U.S. patent application Serial Number 29/077,707, for a design for a Pattern for a Vehicle Grille, filed on October 9, 1997; and

WHEREAS Street Scene has previously executed an Assignment and Assumption Agreement (the "Agreement"), entered into as of April 1, 1998, in which Street Scene assigned all of Street Scene's assets to Performance Marketing, Inc., ("Performance Marketing") a California corporation having its address and principal place of business at 12691 Monarch Street, Garden Grove, California 92841; and

WHEREAS the parties understood the Agreement to cover all assets, including said invention and the Letters Patent to be granted and issued; and

WHEREAS the parties are desirous of executing an express assignment, for purposes of recording it with the United States Patent and Trademark Office, to Performance Marketing of Street Scene's entire right, title and interest in and to said invention and in and to the Letters Patent to be granted and issued therefor throughout the world.

NOW THEREFORE, in consideration of the mutual covenants contained herein, it is agreed by and between Street Scene and Performance Marketing as follows:

1. Street Scene hereby sells, assigns, transfers and sets over to Performance Marketing its entire right, title and interest in and to said invention, and in and to any and all Letters Patent to be granted and issued therefor, all continuation, continuation-in-part and/or divisional applications, not only for, to and in the United States of America, its territories and

possessions, but for, to and in countries throughout the world, including all priority rights under the International Convention and any other applicable laws or treaties; and hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue said Letters Patent to said Performance Marketing, its successors and assigns, in accordance with this assignment.

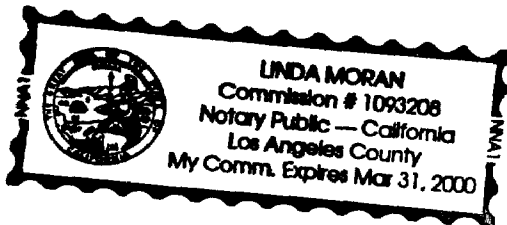
IN WITNESS WHEREOF, Street Scene, expressly intending to be legally bound hereby, has caused this Assignment to be executed by its duly authorized officer as of the 1 day of June, 1999.

STREET SCENE EQUIPMENT, LLC

By: Ronald S. Parker  
 Ronald S. Parker  
 Vice Chairman

STATE OF CALIFORNIA                    )  
   ) ss.  
 COUNTY OF Los Angeles            )

On this 1st day of June, 1999, before me,  
LINDA MORAN, Notary Public, personally appeared  
RONALD S. PARKER, proved to me on the basis of satisfactory evidence to be the  
 person whose name is subscribed to this instrument, and acknowledged that he executed it.



Linda Moran  
 Notary Public in and for  
 said County and State