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Our Ref. 20-38

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

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

*Vertical stamp:* 10549 U.S. PTO 29/110050 08/31/99

<p>1. Name of conveying party(ies): Alan H. Philipson Andre R. Philipson</p> <p>Additional name/s of conveying party/ies attached? <input type="checkbox"/></p> <p>3. Nature of conveyance:  <input checked="" type="checkbox"/> Assignment      <input type="checkbox"/> Merger  <input type="checkbox"/> Security Assignment      <input type="checkbox"/> Change of Name  <input type="checkbox"/> Other</p> <p>Execution Date: <u>August 24, 1999</u></p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: <u>Superior Merchandise Company Inc.</u>  Internal Address: _____  Street Address: <u>131 Plauche Street</u>  <u>P.O. Box 23370</u></p> <p>City: <u>New Orleans</u>  State/Country: <u>Louisiana</u>  Zip: <u>70183-0370</u></p> <p>Additional name/s &amp; address/es attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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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: August 24, 1999

<p>A. Patent Application No(s).  (1) To Be Assigned  (2)  (3)</p>	<p>B. <u>29/110050</u>  (1)  (2)  (3)</p>
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Additional numbers attached  Yes  No

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Alan M. Kagen</u></p> <p>Internal Address: _____</p> <p>Street Address: <u>Nixon &amp; Vanderhye P.C.</u>  <u>1100 North Glebe Road</u>  <u>8<sup>th</sup> Floor</u></p> <p>City: <u>Arlington</u> State: <u>VA</u> Zip: <u>22201</u></p>	<p>6. Total number of applications &amp; patents involved: <u>1</u></p> <p>7. Total fee (37 CFR 3.41) \$ <u>40.00</u>  <input checked="" type="checkbox"/> Enclosed  <input type="checkbox"/> Authorized to be charged to deposit account #14-1140</p> <p>8. The Commissioner is hereby authorized to charge any <u>deficiency</u> in the fee(s) filed, or asserted to be filed, or which should have been filed herewith (or with any paper thereafter filed in this application by this firm) to our <b>Account No. 14-1140.</b></p>
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DO NOT USE THIS SPACE

9. Statements 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.

<p><u>Alan M. Kagen</u>  Name of Person Signing  Reg. No. 36,178</p>	<p><u><i>Alan M. Kagen</i></u>  Signature</p>	<p><u>August 31, 1999</u>  Date</p>
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Total number of pages including **original** cover sheet, attachments, and document: [3]

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ASSIGNMENT

WHEREAS Alan H. Philipson and Andre R. Philipson (hereinafter ASSIGNORS) of 3101 Octavia Street, New Orleans, Louisiana, 70125 and 508 Eleanor Street, New Orleans, Louisiana, 70118, respectively, have invented a certain improvement in GOLF BAG PORTABLE COOLER for which a so-entitled application for Letters Patent of the United States is being concurrently executed herewith;

WHEREAS, SUPERIOR MERCHANDISE COMPANY INC. (hereinafter ASSIGNEE), a corporation of the State of Louisiana, having an office and place of business at 131 Plache Street, P.O. Box 23370, New Orleans, Louisiana 70183-0370 is desirous of acquiring an interest therein;

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNORS by these presents hereby sell, assign, and transfer unto the said ASSIGNEE, its successors, assigns, and legal representatives, the full and exclusive right to the said invention in the United States and all foreign countries, as described in the aforesaid application, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE, for its interest as ASSIGNEE, for the sole use and behoof of ASSIGNEE, its successors, assigns, and legal representatives.

And, ASSIGNORS hereby agree to transfer a like interest upon request of said ASSIGNEE, its successors, assigns, and legal representatives, and without further remuneration, in and to any improvements, and applications for patents based thereon, growing out of or related to the said invention; and to execute any papers by ASSIGNEE, its successors, assigns, and legal representatives, deemed essential to ASSIGNEE's full protection and title in and to the invention hereby transferred.

Agreeing further upon request of ASSIGNEE, and without further remuneration, to execute any and all papers desired by ASSIGNEE, for the filing and granting of foreign applications and the perfecting of title thereto in ASSIGNEE.

AGREED and executed as noted below:

8/24/99

Date

Alan H. Philipson

State of: Louisiana )

City of New Orleans )

This 24th day of August, 1999, before me personally came the above named Alan H. PHILIPSON to me personally known as the individual who executed the foregoing Assignment, who acknowledged to me that he executed the same of his own free will for the purposes set forth therein.

Notary Public

My Commission Expires: at death

8/24/99

Date

Andre R. Philipson

State of: Louisiana )

City of New Orleans )

This 24th day of August, 1999, before me personally came the above named Andre R. PHILIPSON to me personally known as the individual who executed the foregoing Assignment, who acknowledged to me that he executed the same of his own free will for the purposes set forth therein.

Notary Public

My Commission Expires: at death