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| 3 | Name (line 1) Bradley, Gail S. | | 03-30-2000 | | | | |
| 5 | Name (line 2) | | Execution Date | | | | |
| R | Name (line 1) Yamamoto, Norman C. | | Month Day Year 03-30-2000 | | | | |
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| FORM PTO-1619B Expres 06/30/99 OMB 0651-0027 | | Page 2 | U.S. Department of Commerce Patent and Trademark Office PATENT |
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| Correspondent Na | ame and Address | Area Code and Telephone N | lumber (949) 752-9525 |
| Name Eric K | . Satermo | | |
| Address (line 1) Registe | cred Patent Agent | | |
| Address (line 2) P.O. B | lox 19099 | | |
| Address (line 3) Irvine, | CA 92623-9099 | | |
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PATENT REEL: 010761 FRAME: 0413

Docket No. 9905-17

ASSIGNMENT

WHEREAS, we, Gail S. BRADLEY, Norman C. YAMAMOTO, and Earl A. VITO, the undersigned inventors and the ASSIGNORS herein, have invented <u>CUSTOMIZABLE ALBUM LEAVES</u> <u>WITH CHANOSABLE BACKGROUNDS</u>, for which we have filed application for Letters Patent of the United States, which application has been executed by each of us and of which inventions and improvements we are the joint owners; and

WHEREAS. AVERY DENNISON CORPORATION, a Delaware Corporation, located at 150 North Orange Grove Boulevard, Pasadena, California 91109 (hereinafter, together with any successors, logal representatives or assigns thereof, called ASSIGNEE), wants to acquire the entire right, title and unterest in and to said improvements and application.

NOW, THEREFORE, for and in consideration of the sum of \$1.00 (One dollar) and other good and valuable consideration paid to each of us by the ASSIGNEE, the receipt and legal sufficiency of all of which is hereby acknowledged, we, the said ASSIGNORS, have sold and do hereby sell, assign, transfer and set over unto said ASSIGNEE, its successors and assigns, my entire right, title and interest in and to said inventions and all improvements thereon, in and to said applications for Letters Patent thereon, in and to applications pertaining to or based upon said inventions and applications, including divisional and continuing applications and continuations-in-pert, and in and to any and all Letters Patent which may be granted and issued on said inventions and applications, or any of them, not only for, to and in the United States of America, its territorics and possessions, but for, to and in all countries foreign thereto, 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, we do hereby agree that we will, at the request of said ASSIGNEE, execute any and all applications for Letters Patent for said inventions and any and all other papers and documents and do all other and further lawful acts that said ASSIGNEE may deem necessary or desirable to obtain Letters Patent on said 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, we do hereby authorize and empower the ASSIGNEE, its successors and assigns, to apply for and obtain, in its or their own names, Letters Patent for the said inventions before competent International Authorities and in any and all countries foreign to the United States in which applications for Letters Patent can be so made or betters Patent so obtained.

Gail SIBRADLEY

Dated: March 30 , 2000

STATE OF CALIFORNIA

COUNTY OF ORANGE

On March 30, 2000 before me. Elaine M. Franzen, Notary Public personally appeared Gail S. Bradley personally known to me or proved to me on the basis of satisfactory evidence to be the person(a) whose same(b) is/are subscribed to the within instrument and acknowledged to me that he/sho/they executed the same in his/her/their subscribed capacity(iss), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon bohalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official yeak am M. Framen

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PATENT REEL: 010761 FRAME: 0414

ASSIGNMENT Docket No. 9909-17

Dated: March 30, 2000

Norman C YAMAMOTO

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STATE OF CALIFORNIA

COUNTY OF ORANGE

On March 30, 2000 before me, Elbine M. Franzen, Notary Public personally appeared Norman C. Yamamoto personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose mans(s) is/are subscribed to the within instrument and acknowledged to me that be/she/they exceuted the same in his/her/their authorized capacity(ics), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) model, executed the instrument.

WITNESS my hand and official scal.

Claine m. Frangen

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Dated: March 30, 2000

Earl a. Vito Earl A. VITO

STATE OF CALIFORNIA

COUNTY OF ORANGE

On March 30, 2000 before me, Elaine M. Franzen, Notary Public personally appeared Earl A. Vito personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose same(s) is/see subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/ber/their authorized capacity(ies), and that by his/ber/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

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WITNESS my hand and official seal

Claim M. Frangen



** TOTAL PAGE, 25 **

PATENT REEL: 010761 FRAME: 0415

RECORDED: 04/25/2000

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