

07-18-2000

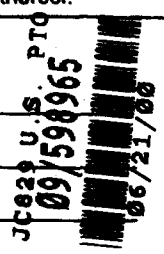


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Patent and Trademark Office

101406700

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



1. Name of conveying party(ies):
Joel Avila
Andrew Vale
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Edwards Associates
Communications, Inc.
Internal Address: _____
Street Address: 11550 Tennessee Avenue
City: Los Angeles State: CA ZIP: 90064
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: May 26, 2000

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: May 26, 2000
A. Patent Application No.(s) _____ B. Patent No.(s) _____
Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Patrick G. Burns, Esq.
Internal Address: Greer, Burns & Crain, Ltd.
Street Address: Sears Tower - Suite 8660
233 S. Wacker Drive
City: Chicago State: IL ZIP: 60606

6. Total number of applications and patents involved: 1
7. Total fee (37 CFR 3.41).....\$ 40.00
 Enclosed
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8. Deposit account number:
07-2069
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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.
Jonathan D. Feuchtwang
Name of Person Signing
Signature
Date: 6-21-00
Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

0509.63670

ASSIGNMENT

FOR VALUE RECEIVED, the receipt of which is hereby acknowledged, the following inventor or inventors (hereinafter called "ASSIGNOR")

Name: Joel Avila
Address: 15040 Leffingwell Road
Apt. 7
La Mirada, CA 90638

Name: Andrew Vale
Address: 2809 Crest Drive
Manhattan Beach, CA 90266

hereby assigns, transfers and sets over to:

Name: Edwards Associates Communications, Inc.
Address: 11550 Tennessee Avenue
Los Angeles, CA 90064

(hereinafter called "ASSIGNEE"), the entire worldwide right, title and interest in and to the invention known as:

LAMINATED RESEALABLE BOOKLETS ON LABELS AND RELATED METHODS OF MANUFACTURE

for which a United States Patent Application was executed on even date herewith or, if not so executed, was:

- (a) executed on _____; or
- (b) filed on _____,
Serial No. ____/_____;

and all rights and privileges under any Letters Patent which may be granted thereon, including all rights, if any, to sue for past infringement.

(1) The ASSIGNOR agrees without charge to said ASSIGNEE but at its expense (a) to execute (i) all necessary papers to be used in connection with this application and any additional, continuing, or divisional applications, as the ASSIGNEE may deem necessary or expedient, (ii) all papers in connection with any interference or other legal or quasi-legal proceedings relating to this application or any additional, continuing, or divisional application thereof; (b) to cooperate with ASSIGNEE in every way possible in obtaining evidence and going forward in any such proceedings; and (c) to perform all other affirmative acts which may be necessary or desirable to obtain a grant of a valid patent for said invention.

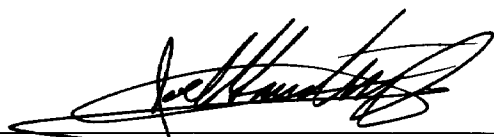
(2) ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States to issue any and all Letters Patent that may be granted upon any patent application or any additional, continuing or divisional applications thereof to the ASSIGNEE, its successors and assigns.

(3) ASSIGNOR hereby covenants and warrants that he has full right to convey the entire right, title and interest by this instrument, free of any encumbrances and that no other agreement has been or will be executed in conflict herewith.

(4) ASSIGNOR hereby grants to the law firm of GREER, BURNS & CRAIN, LTD. of Chicago, Illinois, authority and power to insert on this instrument any further identification which may be necessary or desirable for purposes of recordation in the United States Patent and Trademark Office or a Patent Office of any foreign country.

Date 5/26/2000

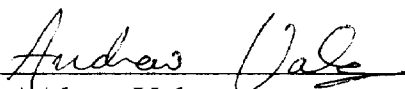
Signature of inventor



Joel Avila

Date 5/26/2000

Signature of inventor



Andrew Vale