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Second Party		Execution Date Month Day Yea
Name (line 1)		
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Receiving Party	Mark if additional	names of receiving parties attached
Name (line 1) Panasonic Consumer Ele	ectronics Company	If document to be reco
Name (line 2)		receiving party is not domiciled in the Unite
		States, an appointmen of a domestic
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FORM PTO-1619B Expires 06/30/99 OMB 0651-0027	Page 2	U.S. Department of Commerce Patent and Trademark Office PATENT
Correspondent Name and A	Address Area Code and Telephone Nur	mber 212-697-5995
Name Neal L. Rosen	berg, Esq.	
Address (line 1) AMSTER, ROTHS	STEIN & EBENSTEIN	
Address (line 2) 90 Park Avenu	ie	
Address (line 3) New York, NY	10016	
Address (line 4)		
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PATENT REEL: 011179 FRAME: 0966

ASSIGNMENT (2B)

WHEREAS, MACHINEART, INC. (hereinafter "the Assignor"), a corporation organized under the laws of the State of New Jersey, having a principal place of business at 66 Willow Avenue, Hoboken, New Jersey 07030, is the owner by mesne assignment of the entire right, title and interest of Andrew Serbinski and Mirzat Koc in and to certain new and useful improvements in CAMERA AND CONVEXLY CURVED GRIP THEREOF for which Application No. 29/122,335 for United States Letters Patent was filed on April 25, 2000, and

WHEREAS, PANASONIC CONSUMER ELECTRONICS COMPANY,

(hereinafter "the Assignee"), a division of Matsushita Electric Corporation of America, a corporation organized under the laws of the State of Delaware, having a principal place of business at One Panasonic Way, Secaucus, New Jersey 07094, is desirous of acquiring the entire right, title and interest of the Assignor in and to said application and the invention described therein, and each and every patent that can be issued on said application and on said invention in the United States of America and in its territories and possessions, and in all countries foreign to the United States of America;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of One Dollar (\$1.00), in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the Assignee its full and exclusive right, title and interest of the Assignor in and to the aforesaid application, the aforesaid invention, and each and every patent that

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PATENT REEL: 011179 FRAME: 0967

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may be issued on the aforesaid invention and application in the United States of America, and in its territories and possessions and also in all countries foreign to the United States of America, the same to be held and enjoyed by the Assignee for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives to the end of the term or terms for which a patent or patents may be granted as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks to issue any and all Letters Patent on the aforesaid invention or resulting from the aforesaid application directly to the Assignee.

Assignor hereby authorizes the Assignee and its successors to apply for a patent or patents directly in its own name upon the aforesaid invention wherever the same is permitted by law, and also assigns, sells, transfers and sets over unto the Assignee and its successors all priority rights under the aforesaid application.

Assignor further covenants to execute all additional instruments and to do all things necessary to carry out the purpose of this instrument, at the expense of the Assignee and its successors.

-2-

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IN WITNESS WHEREOF, Assignor has by its duly authorized officer signed this Assignment on this day of JUNE, 2000.

MACHINEART, INC.

Bv:

Andrew Serbinski Title: President

STATE OF) ss.: COUNTY OF

On this day of fuse, 2000, before me came Andrew Serbinski to me known and known to me to be the individual described in, and who executed the foregoing instrument, and he acknowledged to me that he had executed the same.

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PHYLLIS A. SMITH NOTARY PUBLIC OF NEW JERSEY Commission Explices 12/29/2003

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PATENT TOTAL P.07 REEL: 011179 FRAME: 0969

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