

12-01-2000

(Rev. 8-93)



101534666

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

## 1. Name of conveying party(ies):

Robert Billet Promotions, Inc.

Additional names(s) of conveying party(ies) attached? ☐ Yes ☒ No

## 3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other

Execution Date: 9/19/00

## 2. Name and address of receiving party(ies)

Name: Heffernan Interactive, Inc.

Internal Address:

Street Address: 3500 Parkway Lane,  
Suite 295

City: Norcross State: GA Zip: 30092

Additional names(s) of conveying party(ies) 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 this application is:

## A) Patent Application No.(s)

U.S. Patent Appln. S.N. 08/847,417

## B) Patent Registration No.(s)

U.S. Design Patent No. D343,545

U.S. Patent No. 5,385,275

U.S. Patent No. 5,921,435

Additional numbers attached? ☐ Yes ☒ No

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

CAESAR, RIVISE, BERNSTEIN,  
COHEN & POKOTILOV, LTD.

Attn: Michael J. Berkowitz, Esq.

12<sup>th</sup> Floor - 7 Penn Center

1635 Market Street; Phila, PA 19103-2212

## 6. Total number of applications and patents involved.....

4

## 7. Total fee (37 CFR 3.41)..... \$160.00

☒ Authorized to Charge to Deposit Account No.  
03-0075 (duplicate attached)

DO NOT USE THIS SPACE

## 8. 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.

Michael J. Berkowitz

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments and document: 6

11/30/2000 DNGUYEN 00000200 030075 08847417

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160.00 CH

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents and Trademarks; Box Assignments; Washington DC 20231

PATENT

REEL: 011277 FRAME: 0458

**R102710006**

**PATENT**

**ASSIGNMENT**

WHEREAS, ROBERT BILLET PROMOTIONS, INC. a corporation organized and existing under the laws of the Commonwealth of Pennsylvania, whose address is 1196 Easton Road, Horsham, PA 19044 (hereinafter "ROBERT BILLET PROMOTIONS") has acquired, by assignment, all rights, title, and interest in and to each invention identified in Exhibit A attached hereto, and all associated domestic and/or foreign pending patent applications and issued patents based upon said inventions;

WHEREAS, HEFFERNAN INTERACTIVE, INC., a Georgia corporation having offices at 3500 Parkway Lane, Suite 295, Norcross, Georgia 30092 (hereinafter "HEFFERNAN INTERACTIVE") desires the transfer and assign of all of the right, title, and interest in and to each said invention;

NOW, THEREFORE, ROBERT BILLET PROMOTIONS and HEFFERNAN INTERACTIVE, intending to be legally bound under the laws of the Commonwealth of Pennsylvania, and for good and valuable consideration, the receipt of which is hereby acknowledged, agree as follows:

1. ROBERT BILLET PROMOTIONS does hereby sell, assign, and transfer to HEFFERNAN INTERACTIVE the full and exclusive right, title and interest in and to the inventions and all patents and patent applications identified in Exhibit A, and any patent applications or patents which may be issued or granted on the inventions throughout the world. Assignee's right in said inventions include the right to file patent applications and obtain patents, utility models, industrial models and designs for each said invention in its own name throughout the world and also includes all rights to sue others for past present and future acts of infringement and to retain all revenues received from others for past acts of infringement.

2. ROBERT BILLET PROMOTIONS hereby authorizes and requests the appropriate officers in the United States Patent and Trademark Office and in the foreign patent offices, as appropriate, to issue any and all patents granted upon the applications identified in Exhibit A, to HEFFERNAN INTERACTIVE for the sole use and enjoyment of HEFFERNAN INTERACTIVE, and to record this Assignment against any and all issued patents and pending patent applications identified in Exhibit A, and future patent applications or patents that may be granted upon the inventions.

3. ROBERT BILLET PROMOTIONS further agrees for itself, its predecessors, successors, and assigns to execute, without further consideration, any further legal documents, including assignments, releases, reissues, renewals or other patent applications that are necessary to fully secure to HEFFERNAN INTERACTIVE, or to HEFFERNAN INTERACTIVE's successors-in-interest or assigns, the assigned rights in the inventions.

IN WITNESS WHEREOF, I hereunto affix my hand and seal this 19<sup>th</sup> day of September, 2000, with effect from September 15<sup>th</sup>, 2000.

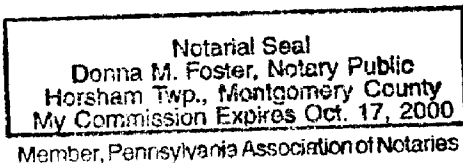
ROBERT BILLET PROMOTIONS, INC.

By: Robert L. Billet (Seal)  
Robert L. Billet,  
President

STATE OF *Pennsylvania* :  
COUNTY OF *MONTGOMERY* :

Before me personally appeared said Robert L. Billet and acknowledged that he is the President of ROBERT BILLET PROMOTIONS, INC., that he has the authority to execute this Assignment on behalf of ROBERT BILLET PROMOTIONS, INC., and has acknowledged the foregoing instrument to be his free act and deed this 19 day of Sept, 2000.

*Donna M. Foster*  
Notary Public  
My Commission Expires: Oct 17, 2000



IN WITNESS WHEREOF, I hereunto affix my hand and seal this 19 day of Sept, 2000, effective as of September 15, 2000.

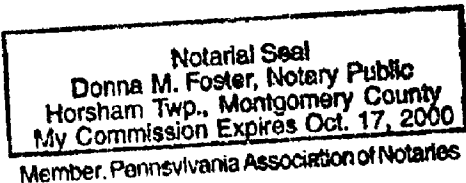
HEFFERNAN INTERACTIVE, INC.

By: Ernie Milou (Seal)  
Ernie Milou  
Vice President

STATE OF Pennsylvania :  
COUNTY OF Montgomery : ss.  
:

Before me personally appeared said Ernie Milou and acknowledged that he is the Vice President of HEFFERNAN INTERACTIVE, INC., that he has the authority to execute this Assignment on behalf of HEFFERNAN INTERACTIVE, INC., and has acknowledged the foregoing instrument to be his free act and deed this 19 day of Sept, 2000.

Donna M. Foster  
Notary Public  
My Commission Expires: Oct 17, 2000



## **EXHIBIT A**

**Invention:     Portable Beverage Dispenser Tank (Design)**  
**U.S. Patent Application 874,327, now issued Patent No. D343,545**

**Invention:     Portable Beverage Dispenser**  
**Canadian Patent No. 2,001,517**

**366,444)**  
**(expired),**  
**Austria**  
**European Patent Application No. 89310998.3 (European Patent No.**  
**France, Great Britain, Germany, Italy, Greece, Spain, Luxembourg**  
**The Netherlands (expired), Sweden (expired), Switzerland (expired),**  
**(expired), and Belgium (expired)**

**Invention:     Portable Beverage Dispenser with Anti Foaming Tank**  
**U.S. Patent Application No. 144,170, now issued Patent No. 5,385,275**  
**Patent Convention Treaty PCT/USZ94/12141 (now abandoned)**  
**Mexican Patent Application No. 9,408,319, now issued Mexican Patent**  
**No. 191,508**

**Invention:     Portable Backpack Dispenser for Beverage Containers**  
**U.S. Patent Application 842,144, now issued U.S. Patent No. 5,921,435**

**Invention:     Advertising Piece Arranged for Attachment to a Portable Dispenser**  
**U.S. Patent Application 08/847,417**