RECORDATION FORM COVER SHEET

FORM PTO-1595 APR 1 6 2001 ERECORDAT	Docket No. 41550/DRK/G FION FORM COVER SHEET PATENTS ONLY
Box Assignment Commissioner of Patents and Trademarks Washington, D.C. 20231 Commissioner of Patents and Trademarks:	04-26-2001 Post Office Box 7 Pasadena, CA 91109-7 101688812
1. Name of conveying party(ies): David FitzGerald Additional name(s) of conveying party(ies) attached: 3. Name of conveyance: Mathematical Assignment □ Merger □ Security Agreement □ Change of Name □ Other:	2. Name and address of receiving party(ies): Name: GMPC Street Address: 1500 West Olympic Boulevard Santa Monica, California 90404
Execution Date: March 12, 2001	Additional name(s) & address(es) attached? no
If this document is being filed together with a new apris: A. Patent Application No.(s) 29/135,992	B. Patent No.(s)
5. Please return the recorded document and address all correspondence to:	6. Total number of applications and patents involved
CHRISTIE, PARKER & HALE, LLP P.O. Box 7068 Pasadena, CA 91109-7068 Attention: Daniel R. Kimbell 10. Explanatory letter is enclosed.	 7. X Total fee enclosed (37 CFR 3.41): \$40.00 8. X Any deficiency or overpayment of fees should be charged credited to Deposit Account No. 03-1728, except for payment issue fees required under 37 CFR § 1.18. Please show our document of the property of
9. Statement and signature. To the best of my knowledge and belief, the forego	sing information is true and correct and any attached copy is a true copy of
original document. Date: April 10, 2001 I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS BEING DEPOSITED WITH THE U.S. POSTAL SERVICE AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO: ASSISTANT OPMMISSIONER FOR PATERIT, WASHINGTON, D.G. 2021 ON	Name: Daniel R. Kimbell 626/795-9900

ASSIGNMENT OF DESIGN

WHEREAS, I, David FitzGerald, residing at 907 Marin Avenue, Hayward, California 94541, have invented an ornamental design disclosed in an application for United States Letters Patent entitled RULER WITH LETTER OPENER AND MAGNIFIER, and executed by me on March 12, 2001;

AND WHEREAS GMPC, a California corporation, having a place of business at 1500 West Olympic Boulevard, Santa Monica, California 90404 (hereafter, together with any successors, legal representatives or assigns thereof, called "ASSIGNEE") wants to acquire the entire right, title and interest in and to said design and application.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over to ASSIGNEE the entire right, title and interest in and to said design, and said application and all divisions and continuations thereof, and all United States Letters Patents which may be granted thereon and all reissues, reexaminations and extensions thereof, and all priority rights under all available International Agreements, Treaties and Conventions for the protection of intellectual property in its various forms in every participating country, and all applications for patents (including related rights such as utility-model registrations, inventor's certificates, and the like) heretofore or hereafter filed for said design in any foreign countries, and all patents (including all continuations, divisions, extensions, renewals, substitutes, and reissues thereof) granted for said design in any foreign countries; and I hereby authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said design to ASSIGNEE in accordance with the terms of this Assignment;

AND I HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed and will not execute, any agreement in conflict herewith;

AND I HEREBY further covenant and agree that I will communicate to ASSIGNEE any facts known to me respecting said design, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute and reissue applications, make all rightful oaths and generally do everything possible to aid ASSIGNEE to obtain and enforce proper patent protection for said design in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand this 12 day of MARCH

STATE OF CAUFORY ICA)
COUNTY OF CALCAMAGA)

On MURCH 12, 2001, before me CROWKO WORLD, Notary Public, personally appeared David FitzGerald personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on

the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

VERONIKA GARCIA Z
COMM. # 1277525 C
NOTARY PUBLIC - CALIFORNIA J
ALAMEDA COUNTY
MV Comm. Expires SEP 19, 2004 7

WITNESS my hand and official seal.

Signature of Notary

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