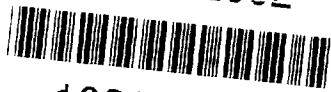


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OMB No. 0651-0027 (exp. 5/31/2002)

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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

PTO 10/21/02

08/13/02

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

1. Name of conveying party(ies):

Donald S. Farnsworth
John Nava

181302

2. Name and address of receiving party(ies)

Name: East End, Inc.

Internal Address: _____

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____

Street Address: 1353 Shippee Lane

City: Ojai State: CA Zip: 93023

Execution Date: Aug. 12 and 13, 2002

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

Aug. 12 and 13, 2002

If this document is being filed together with a new application, the execution date of the application is: _____

A. Patent Application No.(s)

10/217629

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Peter L. Holmes, Esq.

Internal Address: _____

Street Address: Henricks, Slavin & Holmes LLP

840 Apollo Street, Suite 200

City: El Segundo State: CA Zip: 90245

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

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.

Peter L. Holmes
Name of Person Signing

Signature

Aug. 13, 2002
Date

Total number of pages including cover sheet, attachments, and documents

4

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

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04 FC:581

40.00

PATENT
REEL: 013195 FRAME: 0004

For: U.S. Rights and Foreign Rights
For: U.S. Application
By: Inventors

ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNORS of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNORS:

Donald S. Farnsworth
3909 Balfour Avenue
Oakland, CA 94610
US
Nationality: US

John Nava
1353 Shippee Lane
Ojai, CA 93023
US
Nationality: US

hereby sell, assign and transfer to

ASSIGNEE:

East End, Inc.
1353 Shippee Lane
Ojai, CA 93023
Nationality: Nevada

and the successors, assigns and legal representatives of the ASSIGNEE the entire right, title and interest for the United States and its territorial possessions and in all foreign countries, including all rights to claim priority, in and to any and all improvements which are disclosed in the invention entitled:

Beverage Container Lids With Combined Display Area And Cooling/Insulating Structure

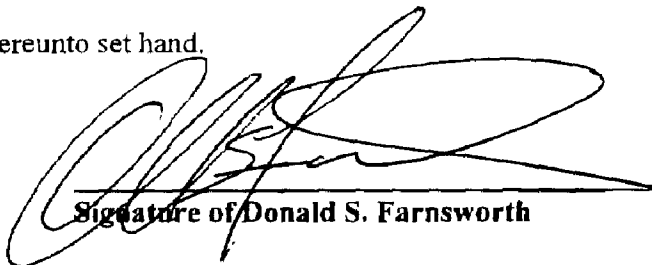
and which is found in (37 C.F.R. § 3.21) U.S. patent application executed on even date herewith and any legal equivalent thereof in a foreign country, including the right to claim priority and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

ASSIGNORS hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNORS further covenant that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNORS and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, We have hereunto set hand.

Date: 8.12.02



Signature of Donald S. Farnsworth

Date:

Signature of John Nava

ASSIGNORS hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNORS further covenant that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNORS and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, We have hereunto set hand.

Date:

Signature of Donald S. Farnsworth

Date:

8.13.02



Signature of John Nava