Docket No.: APV31566
U.S. DEPARTMENT OF COMMERCI Patent and Trademark Offic
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attached original documents or copy thereof.
ress of receiving party(ies): Productions, Inc.
venue, #200
ity State/Prov.: California
ZIP: <u>90232</u>
& address(es) 🛛 Yes 🖾 No
No
of applications and patents involved: 1
CFR 3.41):\$ <u>40.00</u>
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## **ASSIGNMENT OF PATENT APPLICATION**

WHEREAS I Robert J. ROCA, of 3617 Hayden Avenue #200, Culver City, California, have made a certain new and useful invention as set forth in an application for United States Letters Patent for an invention entitled BOOK WITH HIDDEN SPINE, Serial No. 10/172,985 filed June 18, 2002;

AND WHEREAS Roca Productions, Inc. of 3617 Hayden Avenue #200, Culver City, California is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for \$10.00 and other good and valuable consideration in hand, receipt of which is hereby acknowledged, we do hereby sell, assign, transfer and set over unto Roca Productions, Inc., its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, and in and to any and all patents of the United States which may be issued for said invention;

We request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Roca Productions, Inc., its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby;

We hereby covenant that we have full right to convey the entire interest herein assigned and have not executed, and will not execute, any agreement in conflict herewith, and we also agree to execute all papers in connection with the application and any continuing, divisional, continuation-inpart, reissue or re-examination applications thereof and in connection with any interference which may be declared involving this application or any continuing or divisional application thereof;

## PATENT REEL: 013309 FRAME: 0948

## Attorney Docket No.: APV31566

AND we hereby grant the firm of STEVENS, DAVIS, MILLER & MOSHER, L.L.P. the power to insert on this assignment any further identification which may be necessary or desirable to comply with the rules of the United States Patent and Trademark Office for recordation of this assignment.

Date Robert J.

Malle\_

WITNESS:

(1) Maria Luciamo 8/7/02

**RECORDED: 09/18/2002**