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CONVEYING PARTY(IES): (Last name first)

Antonio J. Belton
Mark D. Finney

Execution Date
August 28, 2002
August 28, 2002

RECEIVING PARTY:

Name: Insight Product Development
Address: 4660 North Ravenswood
City: Chicago
State: IL
Zip Code: 60640

Mark if additional names of conveying parties attached

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APPLICATION NUMBER(S) OR PATENT NUMBER(S)

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Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).
If this document is being filed together with a new Patent Application, enter the date the patent application was signed by the first named inventor: 00/00/00

Patent Application Number(s):

29/166,683

Patent Number(s):

TOTAL NUMBER OF PROPERTIES: Enter the total number of properties involved:

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CORRESPONDENT NAME AND ADDRESS:

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FEE AMOUNT:

Total Fee (37 CFR 3.41) \$40.00

- Enclosed
- Charge to Deposit Account 23-0785
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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. Charges to deposit account are authorized, as herein indicated.

Nora T. Wesley

Name of Person Signing

Nora T. Wesley

Signature

12-06-02

Date

ASSIGNMENT

Serial No. 29/166,683

Filed 09-03-02

In consideration of One Dollar and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned inventor, or each inventor if more than one, hereby assigns to _____

INSIGHT PRODUCT DEVELOPMENT

its successors and assigns (hereinafter called "said assignee"), the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, entitled, _____

MUG (Design)

executed by the undersigned on the 28th day of Aug., 2002, and in said application and any and all other applications for United States Letters Patent, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States which may be obtained on any of said applications, and in any reissue or extension thereof.

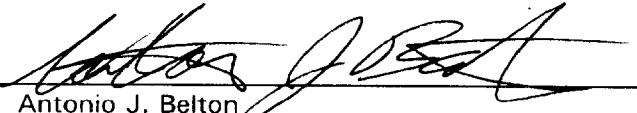
The undersigned hereby authorizes and requests the Commissioner of Patents to issue said Patent to said assignee.

The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the date and serial number of said application.

For said consideration, the undersigned hereby agrees, upon the request and at the expense of said assignee, to execute any divisional, continuation or substitute application for said invention or improvements, and any oath, declaration or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof. The undersigned agrees to perform, upon request, any affirmative acts to obtain said Letters Patent of the United States and vest in said assignee all rights therein, whereby said Letters Patent will be held and enjoyed by said assignee, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same should have been held and enjoyed by the undersigned if this assignment had not been made.

And for said consideration, the undersigned hereby assigns to said assignee the entire right, title and interest in said invention or improvements for all foreign countries, including all priority rights under

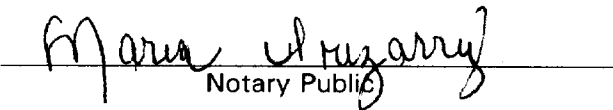
the International Convention, and agrees to execute, at the request of said assignee, all documents in connection with any application for foreign letters patent therefor.


Antonio J. Belton


Mark D. Finney

August 28th, 2002
STATE OF Illinois
COUNTY OF Cook

Before me, a Notary Public in and for the County and State aforesaid, appeared _____
ANTONIO J. BELTON and MARK D. FINNEY
to me personally known to be the signer, or signers, of the foregoing instrument, and acknowledged execution of said instrument as a free and voluntary act for the uses and purposes therein expressed.


Notary Public

WOOD, PHILLIPS, KATZ, CLARK & MORTIMER
500 West Madison Street, Suite 3800
Chicago, Illinois 60661-2511

