

03-13-2003

## RECORDATION FORM COVER SHEET

U.S. DEPARTMENT OF COMMERCE

## PATENTS ONLY

Patent and Trademark Office



102389142

ents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

BRICKELL LICENSING, LLC

3451 Executive Way

3-12-03

Miramar, Florida

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

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

Name: MC LICENSING, LLC

Internal Address: (a Wisconsin limited liability company)

Street Address: 110 East Progress Avenue

City: West Bend State: WI ZIP: 53095

Additional name(s) &amp; address(es) attached?

☐ Yes ☒ No

3. Nature of conveyance:

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

Execution Date: February 20, 2003

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

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

A. Patent Application No.(s)

B. Patent No.(s)

5,794,087

5,765,062

Additional numbers attached?

☒ Yes ☐ No

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

Name: Julie A. Zavoral

Internal Address: Patterson, Thuente, Skaar &amp; Christensen, LCC

2000 U.S. Bank Center

Street Address: 777 East Wisconsin Avenue

City: Milwaukee State: WI ZIP: 53202-5345

6. Total number of applications and patents involved

5

7. Total fee (37 CFR 3.41) ..... \$ 200.00

- ☒ Enclosed  
☐ Authorized to be charged to deposit account

8. Deposit account number:

Charge additional fees/credit overpayments to Acct #50-2522

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

DO NOT USE THIS SPACE

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.

Julie A. Zavoral  
Name of Person Signing

Signature

Date

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

8

03/13/2003 LNUELLER 00000088 5794087

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200.00 00

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

(Form PTO-1595-Recordation Form Cover Sheet - page 1 of 3)

PATENT  
REEL: 013821 FRAME: 0782

## PATENTS ONLY

Patent and Trademark Office

OMB No. 0651-0011 (exp. 4/94)

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Additional name(s) of conveying party(ies) attached?

Yes ☐ No ☒

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

Name: \_\_\_\_\_

Internal Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Name: \_\_\_\_\_

Internal Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Additional name(s) &amp; address(es) 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 the application is: \_\_\_\_\_

## A. Patent Application No.(s)

\_\_\_\_\_

\_\_\_\_\_

60/318,964

\_\_\_\_\_

\_\_\_\_\_

## B. Patent No.(s)

5,613,165

5,546,146

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional numbers attached?

Yes ☐ No ☒

## ASSIGNMENT OF PATENTS

**WHEREAS**, Brickell Licensing, LLC, a Florida limited liability company having its principal offices at 3451 Executive Way, Miramar, Florida (hereinafter referred to as "Assignor") has rights in and owns both United States Letters Patents and the Application identified on Exhibit A attached hereto (collectively, the "Patents and Application"); and

**WHEREAS**, MC Licensing, LLC, a Wisconsin limited liability company having its principal offices at 110 E. Progress Drive, West Bend, Wisconsin (hereinafter referred to as "Assignee") is desirous of acquiring the entire interest in and to the above-identified Patents and Application;

**NOW THEREFORE**, pursuant to the terms of that certain Asset Purchase Agreement between Assignee and Assignor of even date herewith, Assignor does hereby sell, assign and transfer to Assignee, its successors and assigns, all right, title and interest in and to the Patents and Application, the invention or inventions therein shown and described and any improvements on said inventions heretofore or hereafter made, any divisions or continuations of said Patents or Application, and all patents, United States and foreign, to be granted that claim priority from the Patents or Application, or to be granted for the invention or inventions thereof, and any reissues, continuations or extensions of said patents, and all foreign filings and applications related to any of the foregoing; and Assignor does hereby authorize and request the Commissioner of Patents to issue all such reissues, continuations or extensions of the Patents or Application or for the invention or inventions thereof in accordance with this Assignment.

Assignor hereby represents, warrants and covenants that Assignor is the owner of the full right and title herein conveyed in the Patents and Application, and has the right to convey the same. At Assignee's request, Assignor will communicate to Assignee any facts known to Assignor regarding the Patents and Application and invention(s) disclosed therein and sign all lawful papers deemed necessary by Assignee to vest in it the legal title herein sought to be conveyed or for the filing and prosecution of all patents and applications, United States and foreign, emanating from the Patents or Application. Assignor agrees to testify in any legal proceedings when called upon by Assignee, and otherwise aid Assignee, its successors and assigns, in obtaining full patent protection on said invention(s) and enforcing proper protection under the Patents and Application, but in each instance at the Assignee's request and expense.

IN WITNESS WHEREOF, we have hereunto set our hand and seal this 21st day of February, 2003.

ASSIGNOR

Brickell Licensing, LLC

By: \_\_\_\_\_

Gregg T. Dobbs, Member

By: Icon Holdings, LLC  
Its: Member

By: \_\_\_\_\_

Alan I. Weiselberg, Manager

By: \_\_\_\_\_

Alan I. Weiselberg, Manager

STATE OF FLORIDA

COUNTY OF \_\_\_\_\_

Orange

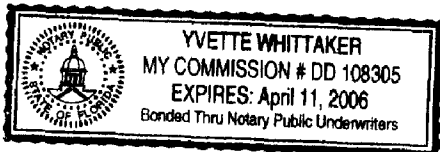
) SS

On this 20<sup>th</sup> day of February, 2003, before me personally appeared the above-named Gregg T. Dobbs, as a member of Brickell Licensing, LLC, who is personally known to me (or has produced \_\_\_\_\_ as identification), as the individual who executed the foregoing assignment, and who acknowledged to me that he executed the same of his own free will for the purposes therein set forth.

\_\_\_\_\_  
Notary Public

Yvette Whittaker  
Typed or Printed Name

My Commission Expires: 4/11/06



IN WITNESS WHEREOF, we have hereunto set our hand and seal this 21st day of February, 2003.

ASSIGNOR

Brickell Licensing, LLC

By: \_\_\_\_\_  
Gregg T. Dobbs, Member

By: Icon Holdings, LLC  
Its: Member

By: \_\_\_\_\_  
Alan I. Weiselberg, Manager

By: \_\_\_\_\_  
Alan I. Weiselberg, Manager

STATE OF FLORIDA                    )  
  ) SS  
COUNTY OF \_\_\_\_\_)

On this \_\_\_\_ day of February, 2003, before me personally appeared the above-named Gregg T. Dobbs, as a member of Brickell Licensing, LLC, who is personally known to me (or has produced \_\_\_\_\_ as identification), as the individual who executed the foregoing assignment, and who acknowledged to me that he executed the same of his own free will for the purposes therein set forth.

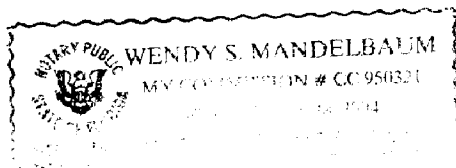
\_\_\_\_\_  
Notary Public

\_\_\_\_\_  
Typed or Printed Name

My Commission Expires: \_\_\_\_\_

STATE OF FLORIDA )  
 ) SS  
COUNTY OF Broward )

On this 20 day of February, 2003, before me personally appeared the above-named Alan I. Weiselberg, as manager of Icon Holdings, LLC, which is a member of Brickell Licensing, LLC, who is personally known to me (or has produced \_\_\_\_\_ as identification), as the individual who executed the foregoing assignment, and who acknowledged to me that he executed the same of his own free will for the purposes therein set forth.



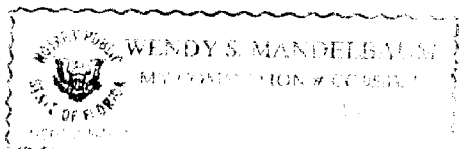
Wendy S. Mandelbaum  
Notary Public

Wendy S. Mandelbaum  
Typed or Printed Name

My Commission Expires: 6/28/04

STATE OF FLORIDA )  
 ) SS  
COUNTY OF Broward )

On this 20 day of February, 2003, before me personally appeared the above-named Alan I. Weiselberg, as manager of Brickell Licensing, LLC, who is personally known to me (or has produced \_\_\_\_\_ as identification), as the individual who executed the foregoing assignment, and who acknowledged to me that he executed the same of his own free will for the purposes therein set forth.



Wendy S. Mandelbaum  
Notary Public

Wendy S. Mandelbaum  
Typed or Printed Name

My Commission Expires: 6/28/04

**List of Patents and Applications**

1. United States Patent Number 5,794,087 - Photographic Film Pre-Exposure Apparatus and Method.
2. United States Patent Number 5,765,062 - Reusable Fun Photography Double Exposure Camera
3. United States Patent Number 5,613,165 – Photographic Film Pre-Exposure Method.
4. United States Patent Number 5,546,146 – Single Use Camera Film Pre-Exposure Method.
5. Application Serial No. 60/318,964 filed with the United States Patent and Trademark Office on September 13, 2001.