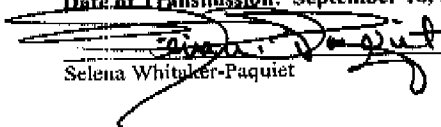


CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence is being transmitted herewith via facsimile transmission to Telephone No. (703) 306-5995 on the date indicated below and is addressed to: **MAILSTOP ASSIGNMENTS**, Commissioner for Patents, P.O. Box 1450, Alexandria VA 22313-1450.
Date of Transmission: September 18, 2003


 Selena Whitaker-Paquet

Attorney Docket No. ~~8~~2000.2008
 PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of **Markus TELLENBACH** and **Walter HUEGLI**

Group Art Unit: 3722

Application No. : 10/380,455
 Submittal Date : March 11, 2003
 For : **ADVERTISING**

ASSIGNMENT TRANSMITTAL LETTER

TO THE COMMISSIONER FOR PATENTS:

1. Name of conveying party(ies):

Markus TELLENBACH
 Walter HUEGLI

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

MASANI'S ART FOOD & FASHION LTD
 Hubenstrasse 19
 CH-8057 Zurich
 SWITZERLAND

3. Nature of conveyance:

Assignment
 Change of Name
 Other:

Execution date: **TELLENBACH: August 30, 2003**
HUEGLI: September 1, 2003

4. U.S. Application Serial No.: **10/380,455** filed **March 11, 2003**


5. Applicant has granted power of attorney to or designated as domestic representative for this application:

<u>Name</u>	<u>Reg. No.</u>
Ann W. Speckman	31,881
Janet Sleath	37,007
Susan J. Friedman	38,457
Lisa N. Benado	39,905
Gary M. Myles	46,209

All of the law firm of SPECKMAN LAW GROUP, 1501 Western Avenue, Suite 100, Seattle, Washington 98101. Please direct all correspondence concerning this Assignment to **Janet Sleath**, at the previously listed address.

- 6. Total number patents or applications involved: 1.
- 7. Total fee: \$40.00.
 A check for \$40.00 in payment of the assignment recording fee is enclosed.
 The \$40.00 fee for recording this assignment is included in the check for \$00.00 submitted herewith.
- 8. **Please charge our Deposit Account No. 19-3555 in the amount of \$40.00.**
 The Commissioner is hereby authorized to charge any additional fees, which may be required in connection with the filing of these papers, or credit any overpayment, to Account No. 19-3555.
- 9. The information contained on this transmittal letter is true and correct to the best of the knowledge and belief of the person signing below.

Respectfully submitted,

By: 
 Janet Sleath
 Registration No. 37,007

Total number of pages comprising transmittal letter: 2

Date: September 18, 2003
SPECKMAN LAW GROUP
20601

PATENT APPLICATION

ASSIGNMENT

WHEREAS, we, **Markus TELLENBACH** and **Walter HUEGLI**, have invented the subject matter which is described and claimed in the patent application entitled **ADVERTISING**, the specification of which was filed **March 11, 2003** with the U.S. Patent and Trademark Office under **Serial No. 10/380,455**, and is assigned Attorney Docket No. 82000.2008 of the law firm **SPECKMAN LAW GROUP**; and

WHEREAS, **MASANI'S ART FOOD & FASHION LTD**, a Swiss corporation, having a place of business at **Hubenstrasse 19, CH-8057 Zurich, SWITZERLAND** is desirous of acquiring an interest therein;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we, **Markus TELLENBACH** and **Walter HUEGLI**, hereby sell, assign and transfer to **MASANI'S ART FOOD & FASHION LTD**, the full and exclusive right, title and interest in and to said subject matter, patent application, and patent rights throughout the world, including foreign patent priority rights; said subject matter, application and patents in this or any foreign country and all divisions, continuations, reissues, reexamination certificates and extensions of any type, to be held and enjoyed by **MASANI'S ART FOOD & FASHION LTD**, for its own use and benefit, and for its successors and assigns to the full end of the term for which patents may be granted in this or any foreign country, as fully and entirely as the same would have been held by us had this assignment and sale not been made, and covenant that we have the

full right to do so, and agree that we will communicate to MASANI'S ART FOOD & FASHION LTD, or its successors and assigns, any facts known to us respecting said patent application and the subject matter described therein, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths, and do everything possible to aid MASANI'S ART FOOD & FASHION LTD, and its successors and assigns to obtain and enforce patent protection for said subject matter in this or any foreign country.

Executed at Austerdame, this 30 day of August, 2003.


Markus TELLENBACH

Executed at Zürich, this 1 day of September, 2003.


Walter HUEGLI