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

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

OFFICE OF PUBLIC RECORDS 2003 JUL 11 AM 11:31 FINANCE SECTION

1. Name of conveying party(ies): Jason J. Bier Joshua A. Gutstein Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: BG & Sons, LLC Internal Address: Street Address: 111 W. Washington Street Suite 1900 City: Chicago State: IL Zip: 60602 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other Execution Date: 06/30/2003

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) 29/179,009 B. Patent No.(s) Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Patent Docket Clerk Internal Address: RYNDAK & SURI Street Address: 30 N. LaSalle Street Suite 2630 City: Chicago State: IL Zip: 60602

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: 50-0503

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9. Signature: Ted J. Barthel, Reg. No. 48,769 Name of Person Signing Signature Date July 08, 2003 Total number of pages including cover sheet, attachments, and documents: 2

07/14/2003 BTOM11 00000114 29179009 01 FC:8021 40.00 DP

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

PATENT REEL: 014254 FRAME: 0859

ASSIGNMENT

Docket No. 40163-10016

Serial No. 29/179,009

Filed: April 3, 2003

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 BG & Sons, LLC, an Illinois company, its successors and assigns (hereinafter called "said assignee"), the entire right, title and interest in the invention or improvements (hereinafter called "said invention") of the undersigned disclosed in an application for Letters Patent of the United States, entitled: COLLAR STAY, executed by the undersigned on the 2nd day of April, 2003, 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 Letters Patent to said assignee.

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 would 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.

June 30, 2003
(Date)

Jason J. Bier
Jason J. Bier

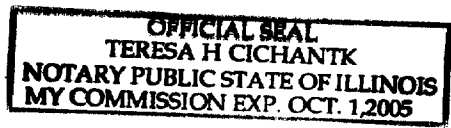
June 30, 2003
(Date)

Joshua A. Gutstein
Joshua A. Gutstein

STATE OF ILLINOIS)
) ss
COUNTY OF COOK)

Before me, a Notary Public in and for the County and State aforesaid, appeared Jason J. Bier and Joshua A. Gutstein, 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.

Teresa H Cichantk
Notary Public



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