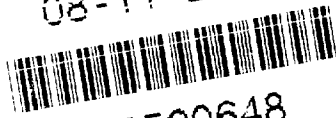


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To the Honorable Commissioner of I

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

19704 U.S. PTO
10/631617
07/30/03

1. Name of conveying party(ies):

Brian McCarthy
Heather Anne Gareis
Mark R. Mannon

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Avery Dennison Corporation
Street Address: 150 North Orange Grove Blvd.

City: Pasadena State: CA ZIP: 91103

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: July 24, 2003


4. Application number(s) or patent number(s): 1
If this document is being filed together with a new application, the execution date of the application is: July 24, 2003
A. Patent Application No. 10/631617 | B. Patent No.(s) _____
Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Joel D. Voelzke, Esq.
Internal Address: Oppenheimer Wolff & Donnelly LLP
Suite 700
Street Address: 233 Wilshire Blvd.
City: Santa Monica State: CA ZIP: 90401

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: (for fee deficiency)
16-2230
(Attach duplicate copy of this page if paying by deposit account)

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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.

Joel D. Voelzke, Reg. No. 37,957  _____
Signature
July 29, 2003
Date

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

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01 FC:0021 40.00 PA

Mail documents to be recorded with required cover sheet information to:
Mail Stop Assignment Recordation Services, Director of the U.S. Patent and Trademark Office,
P.O. Box 1450, Alexandria, VA 22313-1450

ASSIGNMENT

WHEREAS, We, **Brian McCarthy**, of Anaheim, California; **Heather Anne Gareis**, of Los Angeles California; and **Mark R. Mannon** of Newport Beach, California, the ASSIGNORS herein, have invented a Versatile Printable Sheet For Forming Jewel Case Inserts and Booklets which were filed as United States Provisional Patent Application No. 60/400,929 on August 1, 2002, of which inventions and improvements we are the sole inventors and owners; and

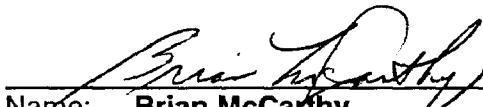
WHEREAS, Avery Dennison Corporation, a corporation organized and existing under the laws of the State of Delaware, having a place of business at 150 N. Orange Grove Blvd., Pasadena, California, USA, 91003, the ASSIGNEE herein, desires to acquire the entire right, title and interest in and to said inventions, applications and Letters Patent to be granted and issued thereon;

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) by the ASSIGNEE to each of us paid, and other valuable consideration, the receipt and legal sufficiency all of which is hereby acknowledged, we, the said ASSIGNORS, have sold and do hereby sell, assign, transfer and set over unto said ASSIGNEE, its successors and assigns, the entire right, title and interest in and to said inventions and all improvements thereon, in and to said application for Letters Patent thereon, in and to applications pertaining to or based upon said inventions and applications, including divisional and continuing applications and continuations-in-part and any other patent applications that incorporate said inventions, and in and to any and all Letters Patent which may be granted and issued on said inventions and applications, or any of them, not only for, to and in the United States of America, its territories and possessions, but for, to and in all countries foreign thereto, together with and including all priority rights based upon any and all applications in the United States of America covered by this Assignment.

And for the above-named considerations, we do hereby agree that we will, at the request of said ASSIGNEE, execute any and all applications for Letters Patent for said inventions and any and all other papers and documents and do all other and further lawful acts that said ASSIGNEE may deem necessary or desirable to obtain Letters Patent on said inventions, to secure the grant of such Letters Patent and to perfect and vest in the ASSIGNEE the entire right, title and interest in the inventions, applications and Letters Patent.

And for the above-named considerations, we do hereby authorize and empower the ASSIGNEE, its successors and assigns, to apply for and obtain, in its or their own names, Letters Patent for the said inventions before competent International Authorities and in any and all countries foreign to the United States in which applications for Letters Patent can be so made or Letters Patent so obtained.

Dated: 7/24, 2003


Name: **Brian McCarthy**
Address: 8660 E. Windsong
Anaheim, California 92808

