

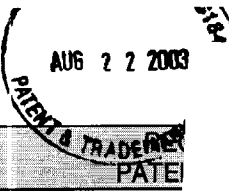
AUG 22 2003

08-29-2003

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BOX ASSIGNMENTS

8/22/03



102537872

TO THE DIRECTOR OF THE US PATENT AND SIR: PLEASE RECORD THE ATTACHED ORIGINAL DOCUMENTS OR COPY THEREOF.

1. NAME OF CONVEYING PARTY(IES) (ASSIGNORS(S)):

- 1. PERELLA, Daniel
- 2. DECARLO, Anthony
- 3. THOMSON, Vincent
- 4.
- 5.
- 6.
- 7.
- 8.

ADDITIONAL NAME(S) OF CONVEYING PARTY(IES) ATTACHED? YES NO

2. PARTY(IES) (ASSIGNEE(S)) RECEIVING INTEREST:

NAME: IDEASTREAM CONSUMER PRODUCTS LLC

ADDRESS: 4011 Brookpark Road, Parma, Ohio 44134

ADDITIONAL NAME(S) & ADDRESS(ES) ATTACHED? YES NO

3. NATURE OF CONVEYANCE (DOCUMENT):

(Submit herewith only one document for recordation—multiple copies of same Assignment signed by different inventors is one document)

- ASSIGNMENT OF WHOLE PART INTEREST
- ORIGINAL FACSIMILE/PHOTOCOPY
- CHANGE OF NAME VERIFIED TRANSLATION
- SECURITY MERGER OTHER:

EXEC. DATE: July 21, 2003

EXECUTION DATE(S) ON THE DECLARATION IF FILED HEREWITH: (NOTE: IF DATES ON DECLARATION AND ASSIGNMENT DIFFER SEE ATTY!) July 21, 2003

4.5 APPL. NO.(S) OR PAT NO.(S). OTHERS ON ADDITIONAL SHEET(S) attached? YES NO

A. PAT. APP. NO.(S) series code/serial no.	M#	1 st INVENTOR if not in item 1	B. PATENT NO(S)	M#	1 st INVENTOR if not in item 1
29/181,741	303667				

5. Name & Address of Party to Whom Correspondence Concerning Document Should be Mailed:

Pillsbury Winthrop LLP
Intellectual Property Group
P.O. Box 10500 McLean, VA 22102

6. NUMBER INVOLVED:
APPLNS 1 + PATS 0 = TOTAL = 1

7. AMOUNT OF FEE DUE: (Code 581)
ABOVE TOTAL x \$40 = \$40

5.5 ATTY DKT:

P 303667	54 DES
MATTER NO.	CLIENT REF.

8. PLEASE CHARGE TO OUR DEPOSIT ACCOUNT

NUMBER: 03-3975	81069	303667
UNDER ORDER NO	CLIENT NO.	MATTER NO.
dup. sheet not required		

9. 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.

Signature

Attorney: Bryan P. Collins

Reg. No. 43560

Atty/Sec: BPC/RSP

TEL: (703) 905-2038

Date: August 22, 2003

FAX: (703) 905-2500

10. Total number of pages including this cover sheet, attachments and document (do not file dup. Cover sheet)

3

FILE WITH PTO RETURN RECEIPT (PAT-103A)

08/27/2003 GTON11 00000115 033975 29181741

01 FC:8021 40.00 DA

Please return signed/recorded to:
Pillsbury Winthrop LLP
Intellectual Property Group
P.O. Box 10500
McLean, VA 22102

Atty. Dkt.	<u>PMS 303667</u>	<u>Dkt. 54DES</u>
	M#	Client Ref.

ASSIGNMENT
of U.S. Origin Patent Application

WHEREAS, the undersigned, to wit:

- | | |
|----------------------------|----------------------------|
| 1) <u>PERELLA, Daniel</u> | 2) <u>DECARLO, Anthony</u> |
| 3) <u>THOMSON, Vincent</u> | 4) _____ |
| 5) _____ | 6) _____ |
| 7) _____ | 8) _____ |

(hereinafter collectively ASSIGNOR), has/have made an invention known as Dkt. 54DES
and entitled: Design for PURSE

for which an application for Letters Patent of the United States

- was executed even date herewith and is about to be filed in the United States Patent and Trademark Office;
 was filed on May 16, 2003, Appln. No. 29 / 181,741 ;

AND WHEREAS IdeaStream Consumer Products LLC

(hereinafter ASSIGNEE), duly organized and existing under the laws of the State of Delaware
and having its principal office and place of business at 4011 Brookpark Road, Parma, Ohio 44134
desires to acquire an interest therein;


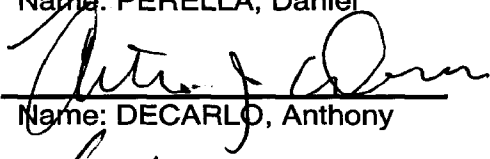

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR, does hereby sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right, title and interest to the said invention in the United States and all foreign countries, as described in the aforesaid application, and to the said application and to all continuations, divisions, reissues and substitutes of said application, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and ASSIGNOR hereby authorizes and requests the Commissioner of Patents to issue said Letters Patent to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives.

AND ASSIGNOR hereby agrees to execute any papers requested by ASSIGNEE, its successors, assigns and legal representatives, deemed essential to ASSIGNEE's full protection and title in and to the invention hereby transferred.

ASSIGNOR furthermore agrees upon request of said ASSIGNEE, and without further remuneration, to execute any and all papers desired by said ASSIGNEE for the filing and granting of foreign applications and the perfecting of title thereto in said ASSIGNEE.

NOTE: The undersigned hereby authorizes Pillsbury Winthrop LLP of the above address to insert hereon any further identification necessary or desirable for recordation of this document.

Executed on the date(s) below indicated.

<u>Signature</u>	<u>Date Signed</u>	<u>Witness</u>
1)  Name: PERELLA, Daniel	7/21/03	
2)  Name: DECARLO, Anthony	7/24/03	
3)  Name: THOMSON, Vincent	7/21/03	
4) _____ Name:	_____	_____
5) _____ Name:	_____	_____
6) _____ Name:	_____	_____
7) _____ Name:	_____	_____
8) _____ Name:	_____	_____

SIGNED BY THE ABOVE ON THE 21st
DAY OF July 2003



ANTHONY L. ACOSTA, Notary Public
State of Ohio
My Commission Expires March 20, 2004