

02-06-2004

U.S. DEPARTMENT OF COMMERCE  
Patent & Trademark Office

IEET

To the Honorable Commissioner of  
thereof.

102663399

the attached original documents or copy

1. Name of conveying party(ies):  
**Brian M. Burr, Carl Wesley Truly and Martin  
R. Bozlee**Additional name(s) of conveying party(ies)  
attached?☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution date(s) of each conveying party:

**September 30, 2003; December 1, 2003; and  
December 3, 2003**

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

Name: **Grabb-It Inc.**Address: **2105 South Nevada Street**City: **Oceanside**State: **California**Zip: **92054**Additional name(s) & address(es) attached? ☐ Yes ☒ No2004 FEB -4 AM 7:36  
OPR/FINANCE4(a). Patent Application No.(s): **10/017,220**

Patent No.(s):

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

Additional numbers attached? ☐ Yes ☒ No5. Name and address of party to whom correspondence  
concerning this document should be mailed:Name: **John S. Pratt**  
Address: **KILPATRICK STOCKTON LLP**  
1100 Peachtree Street  
Suite 2800  
Atlanta, Georgia 30309-4530

6. Total number of applications and patents involved: 1

7. Total fee (37 C.F.R. §3.41) enclosed: **\$40.00****DO NOT USE THIS SPACE**

8. 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.I certify that this correspondence is being deposited with the United States Postal Service as first class mail in an  
envelope addressed to: Mail Stop Assignments, Commissioner for Patents, P.O. Box 1450, Alexandria, VA  
22313-1450, on the date given below.**Michael A. Bertelson**  
Name of Person Signing  
SignatureDate: Feb. 2, 2004Attorney Docket No.  
**39615/264999**Total number of pages including  
cover sheet: 3

Mail documents to be recorded with required cover sheet information to: Mail Stop Assignments

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

## ASSIGNMENT

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WHEREAS, we, **Brian M. Burr**, a citizen of the United States of America, residing at 2105 South Nevada Street, Oceanside, CA 92054; **Carl Wesley Truly**, a citizen of the United States of America, 1410 Powell Road, Oceanside, CA 92056; and **Martin R. Bozlee**, a citizen of the United States of America, residing at 4804 Cardiff Bay Drive, Oceanside, CA 92057 have invented certain inventions and improvements disclosed in an application for Letters Patent entitled "**Method of Advertising and Distributing Sales Incentives on a Useful Device**", filed in the U.S. Patent & Trademark Office on December 14, 2001, and assigned Serial No. 10/017,220.

WHEREAS, **Grabb-It Inc.**, a corporation of the State of Nevada having a principal place of business at 2105 South Nevada Street, Oceanside, CA 92054, is desirous of acquiring an interest in the same;

NOW, THEREFORE, for and in consideration of Five Dollars (\$5.00) and other good and valuable consideration, the receipt and sufficiency of which we hereby acknowledge, we, **Brian M. Burr**, **Carl Wesley Truly**, and **Martin R. Bozlee**, by these presents do sell, assign and transfer unto **Grabb-It Inc.**, the full, exclusive and entire right, title, and interest in and to said application, in and to any divisions, continuations, and reissues thereof, and in and to all inventions and improvements disclosed and described in said Letters Patent of the United States therefor; and we hereby request the Commissioner of Patents and Trademarks to issue any and all Letters Patent of the United States resulting from said application, or from a division, continuation, or reissue thereof, to **Grabb-It Inc.**, as the

assignee, for its interest and for the sole use and benefit of **Grabb-It Inc.** and its assigns and legal representatives;

For the same consideration, we, by these presents do sell, assign, and transfer to **Grabb-It Inc.**, the full, exclusive, and entire right, title and interest in and to any foreign application or applications corresponding to said application, in whole or in part, in countries other than the United States, in and to any Letters Patent and similar protective rights granted on said foreign applications, and in and to the right to claim any applicable priority rights arising from or required for said foreign applications under the terms of any applicable conventions, treaties, statutes, or regulations; said foreign applications to be filed and issued in the name of **Grabb-It Inc.**, or its designee insofar as permitted by applicable law.

AND, for the same consideration, we agree to sign all lawful papers, execute all division, continuing, reissue and other applications, make all assignments and rightful oaths, and generally do everything possible to aid **Grabb-It Inc.**, its successors, assigns, and nominees, to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world.

Dated: 9-30-2003

  
\_\_\_\_\_  
**Brian M. Burr**

Dated: 12-1-2003

  
\_\_\_\_\_  
**Carl Wesley Truly**

Dated: 12-3-03

  
\_\_\_\_\_  
**Martin R. Bozlee**

Our Docket: 39615/264999