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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.

1. Name of conveying party(ies): 1-30-04
Gregory M. Swayne

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

2. Name and address of receiving party(ies)
Name: East End, Inc.
Internal Address: _____
Street Address: 1353 Shippee Lane
City: Ojai State: CA Zip: 93023

Additional name(s) & address(es) attached? Yes No

168B4 U.S. PTO
10768499



013004

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: January 21, 2004

4. Application number(s) or patent number(s): 10768499
If this document is being filed together with a new application, the execution date of the application is: 01/21/2004

A. Patent Application No.(s) _____ B. Patent No.(s) _____

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Peter L. Holmes, Esq.
Internal Address: _____
Street Address: Henricks, Slavin & Holmes LLP
840 Apollo Street, Suite 200
City: El Segundo State: CA Zip: 90245-4737

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: _____

(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.

Peter L. Holmes [Signature] 01-30-04
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and documents: 2

Mail documents to be recorded with required cover sheet information to:
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PATENT
REEL: 014948 FRAME: 0869

For: U.S. Rights and Foreign Rights
For: U.S. Application
By: Inventors

ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR:

Gregory M. Swayne
760 Lake Mist Cove
Alpharetta, GA 30004
US
Nationality: US

hereby sells, assigns and transfers to

ASSIGNEE:

East End, Inc.
1353 Shippee Lane
Ojai, CA 93023
Nationality: Nevada

and the successors, assigns and legal representatives of the ASSIGNEE the entire right, title and interest for the United States and its territorial possessions and in all foreign countries, including all rights to claim priority, in and to any and all improvements which are disclosed in the invention entitled:

Cover And Media Disk Display Apparatus For A Container

and which is found in (37 C.F.R. § 3.21) U.S. patent application executed on even date herewith and any legal equivalent thereof in a foreign country, including the right to claim priority and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I have hereunto set hand.

Date: 1/21/04


Signature of Gregory M. Swayne