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DEPARTMENT OF COMMERCE
Patent and Trademark Office

To The Honorable Commissioner of Patents and Trademarks:
Please record the attached original documents(s) or copy(ies) thereof.

Docket No.: P08102US00/DEJ

1. Name of conveying party(ies)

1. Peter HOOKER

2. Christine Mary KININMONTH

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

Name: FERTILE MIND PTY LTD.
Street Address: Suite 1201, 33 Bligh Street
City + Address: Sydney, NSW 2000, AUSTRALIA

3. Nature of conveyance:

☒ Assignment Merger Security Agreement
..... Change of Name Other:

Execution Date: 01 / 30 / 2004

4. Application number(s) or patent number(s)

..... This document is filed together with a new application, whose execution date is:

A. Patent Application No.(s)

B. Patent No.(s)

29/193,080

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Douglas E. Jackson Tel.: 703-739-4900
STITES & HARBISON PLLC • 1199 North Fairfax St. • Suite 900 • Alexandria, VA 22314-1437

6. Total number of applications and patents involved:

#1

7. Total fee (37 CFR 3.41)

☒ Enclosed

\$40

(8. Any insufficiency in fee is authorized to be charged to Deposit Account No. 12-0555.)

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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.

Douglas E. Jackson

Name of person signing

Signature

18 February 2004

Date

Total number of pages including cover sheet, attachments and documents: 3

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ASSIGNMENT OF PATENT APPLICATION

(US rights only - all US rights assigned by inventors to a single assignee)

WHEREAS,

- (1) Peter HOOKER
- (2) Christine Mary KININMONTH

residing respectively at

- (1) Suite 1201, 33 Bligh Street, Sydney NSW 2000, AUSTRALIA Suite 1201, 33 Bligh Street, Sydney NSW 2000, AUSTRALIA

(hereinafter referred to as the "ASSIGNOR") has/have invented certain new and useful improvements in PRINTED PACKAGING

for which an application for a United States Patent

X was executed on even date herewith
was executed on
was filed on , as Serial No.:

And WHEREAS, **FERTILE MIND PTY LTD.**

- (3) whose Post Office Address is Suite 1201, 33 Bligh Street, Sydney NSW 2000, AUSTRALIA

(hereinafter referred to as the "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said application and the invention(s) and improvement(s) therein disclosed, for the United States of America, and any Letters Patent which may issue therefor in the United States and all divisions, continuations, reissues, renewals and/or extensions thereof.

NOW THEREFORE in consideration of the sum of ten U.S. dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR does hereby assign, sell, transfer and set over unto the ASSIGNEE the entire right, title and interest in and to said application and the invention(s) and improvement(s) therein disclosed, for the United States of America, and any Letters Patent which may issue therefor in the United States and all divisions, continuations, reissues, renewals and/or extensions thereof, said ASSIGNEE to have and to hold the interests herein assigned to the full ends of the terms of said Letters Patent and any and all divisions, continuations, reissues, renewals and/or extensions thereof, respectively, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this assignment not been made.

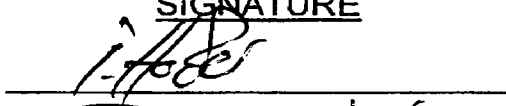

And for the consideration aforesaid, ASSIGNOR agrees that ASSIGNOR will communicate to said ASSIGNEE or the representatives thereof any facts known to ASSIGNOR respecting the invention(s) and improvement(s) of the said United States application, and will, upon request, but without expense to ASSIGNOR, testify in any legal proceedings, sign all lawful papers, execute all divisional, reissue, continuation,

renewal and/or extension applications, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by said ASSIGNEE or by counsel for said ASSIGNEE, to assist or enable said ASSIGNEE to obtain and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the ASSIGNOR's heirs, executors, administrators, successors and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of the ASSIGNEE.

The Commissioner of Patents is requested to issue such Letters Patent in accordance with this assignment.

I hereby authorize and request any attorney of record in said Application or any attorney of Larson & Taylor, PLC, Customer No. 00881, to insert above any information concerning the identity of the parties or of said Application (including the serial no. and filing date).

<u>NAME</u>	<u>SIGNATURE</u>	<u>DATE</u>
1) Peter HOOKER		30/1/04
2) Christine M. KININMONTH		30/1/04