

3/12/04

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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID#
- Correction of PTO Error
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Conveyance Type

- Assignment () Security Agreement
 - License () Change of Name
 - Merger () Other
- U.S. Government*
(For Use ONLY by U.S. Government Agencies)
- () Departmental File () Secret File

Conveying Party(ies)

() Mark if additional names of conveying parties attached

Execution Date

Month Day Year

Name (1) Hay Man Tsui

December 18, 2003

Name (2) Harry Campbell

Execution Date

Month Day Year

Name (3) Joel Greenstein

Name (4) _____

Receiving Party

() Mark if additional names of receiving parties attached

() If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment.)

Name (line 1) Hot Off the Press Promotions, Inc.

Name (line 2) _____

Address (line 1) 1800 West International Speedway Blvd.

Address (line 2) Building 1, Suite 101

Address (line 3) Daytona Beach, FL 32114-1258

City State or Country Zip Code

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name _____

Address (line 1) _____

Address (line 2) _____

Address (line 3) _____

Address (line 4) _____

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Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

PATENT
REEL: 015070 FRAME: 0257

Correspondent Name and Address Area Code and Telephone Number (407) 841-2330

Name Jacqueline E. Hartt

Address (line 1) Allen, Dyer, Doppelt, Milbrath & Gilchrist, P.A.

Address (line 2) 255 South Orange Avenue, Suite 1401

Address (line 3) Post Office Box 3791

Address (line 4) Orlando, FL 32801-3791

Pages Enter the total number of pages of the attached conveyance document including any attachments. # 2

Application Number(s) or Patent Number(s) () Mark if additional numbers attached

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).

Patent Application Number(s)
10/723,579

Patent Number(s)

If this document is being filed together with a new Patent Application, enter the date the patent application was signed by the first named executing inventor. Month Day Year

Patent Cooperation Treat (PCT)

Enter PCT application number <u>only if a U.S. Application Number has not been assigned.</u>	PCT	PCT	PCT
	PCT	PCT	PCT

Number of Properties Enter the total number of properties involved. # 1

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$ 40.00

Method of Payment: Enclosed (X) Deposit Account ()

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: # 01-0484

Authorization to charge additional fees: Yes (X) No ()

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. Charges to deposit account are authorized, as indicated herein.

Jacqueline E. Hartt *Jacqueline E. Hartt* March 9, 2004

Name of Person Signing Signature Date

ASSIGNMENT

WHEREAS, **Hay Man Tsui**, of 31 Wanita Road, Scarborough, Toronto, Ontario M1C 1V3, **Harry Campbell**, of 1000 S. Riverside Drive, New Smyrna Beach, FL 32168, and **Joel Greenstein**, of 1200 North Halifax, Daytona Beach, FL 32118, hereinafter collectively referred to as Assignors, have made certain improvements or inventions in **UMBRELLA, UMBRELLA COVER, AND METHOD OF MAKING**, for which Assignors have executed an application for United States Letters Patent filed on November 26, 2003 in the United States Patent and Trademark Office and given Application Serial No. 10/723,579; and

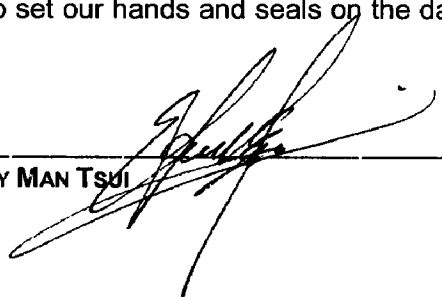
WHEREAS, **Hot Off the Press Promotions, Inc.**, a Florida corporation, hereinafter referred to as Assignee, is desirous of acquiring the same;

NOW THEREFORE, This Indenture Witnesseth: That for and in consideration of One Dollar (\$1.00) lawful money of the United States, and other good and valuable consideration, receipt whereof is hereby acknowledged, the Assignors do hereby sell, assign and transfer to the Assignee, its successors and assigns, all right, title and interest in and to the United States Patent application, the invention or inventions therein shown and described and any improvements on the inventions heretofore or hereafter made, any divisions or continuations of the application, and all patents, United States and foreign, to be granted upon any such application or for the invention or inventions thereof, and any reissues, continuations or extensions of the patents; and the Assignors do hereby authorize and request the Commissioner of Patents to issue all patents on the United States Patent applications or for the invention or inventions hereof, in accordance with this assignment.

And the Assignors for the consideration hereby covenant and agree that the Assignors are the owners of the full title herein conveyed and have the right to convey the same, and agree that the Assignors will communicate to the Assignee any facts known to the Assignors respecting the invention or inventions, and testify in any legal proceedings when called upon by the Assignee, sign all lawful papers deemed by the Assignee as expedient to vest in it the legal title herein sought to be conveyed or for the filing and prosecution of all applications and patents, United States and foreign, and otherwise aid the Assignee, its successors and assigns, in obtaining full patent protection on the invention and enforcing proper protection under the patents, but in every instance at the Assignees' expense.

IN WITNESS WHEREOF, we have hereunto set our hands and seals on the day and year set forth below.

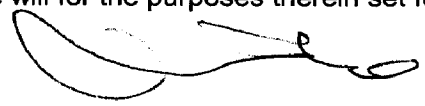
Date: Dec. 18, 2003



HAY MAN TSUI

STATE OF _____
COUNTY OF _____

On this 18 day of December, 2003, before me personally appeared the above-named **Hay Man Tsui**, to me personally known as the individual who executed the foregoing assignment, and who acknowledged to me that he executed the same of his own free will for the purposes therein set forth.



NOTARY PUBLIC
My Commission Expires:
KIT TUNG SHIRLEY LO
BARRISTER & SOLICITOR, NOTARY PUBLIC

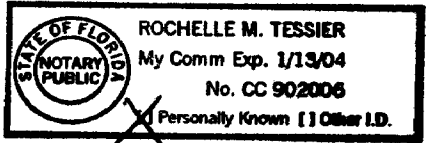
4002 SHEPPARD AVE. EAST, SUITE 314
TORONTO, ONTARIO M1S 1S6
PHONE: (416) 754-8454
FAX: (416) 754-7737

Date: 12.16.03

Harry Campbell
HARRY CAMPBELL

STATE OF Florida
COUNTY OF Volusia

On this 16 day of December, 2003, before me personally appeared the above-named **Harry Campbell**, to me personally known as the individual who executed the foregoing assignment, and who acknowledged to me that he executed the same of his own free will for the purposes therein set forth.



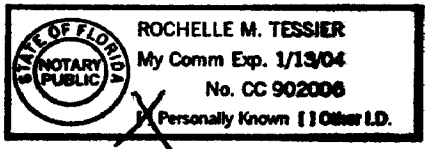
Rochelle M. Tessier
NOTARY PUBLIC
My Commission Expires: 1/13/04

Date: 12/16/03

Joel Greenstein
JOEL GREENSTEIN

STATE OF Florida
COUNTY OF Volusia

On this 16 day of December, 2003, before me personally appeared the above-named **Joel Greenstein**, to me personally known as the individual who executed the foregoing assignment, and who acknowledged to me that he executed the same of his own free will for the purposes therein set forth.



Rochelle M. Tessier
NOTARY PUBLIC
My Commission Expires: 1/13/04