

Form PTO-1595 (Rev. 09/04)
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U.S. DEPARTMENT OF COMMERCE
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RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):
 Laurie Cairns
 Execution Date(s) March 4, 2004
 Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
 Name: CAIRNS HOLDINGS LLC
 Internal Address: _____
 Street Address: 455 E. Illinois - Suite 680
 City: Chicago
 State: Illinois
 Country: US Zip: 60611
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or patent number(s):
 A. Patent Application No.(s)
 Additional numbers attached? Yes No

This document is being filed together with a new application.
 B. Patent No.(s)
6,173,267

5. Name and address to whom correspondence concerning document should be mailed:
 Name: Robert P. Greenspoon
 Internal Address: Niro, Scavone, Haller & Niro
 Street Address: 181 W. Madison-Suite 4600
 City: Chicago
 State: IL Zip: 60602
 Phone Number: (312) 236-0733
 Fax Number: (312) 236-3127
 Email Address: _____

6. Total number of applications and patents involved: 1
7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00
 Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information
 a. Credit Card Last 4 Numbers _____
 Expiration Date _____
 b. Deposit Account Number 14-1131
 Authorized User Name _____

9. Signature: Hannah Martin Signature 1-6-04 Date

Name of Person Signing: Hannah Martin Total number of pages including cover sheet, attachments, and documents: 3

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

CH \$40.00 141131 6173267

Assignment Agreement

THIS ASSIGNMENT is made by LAURIE CAIRNS (hereafter, "ASSIGNOR");

WHEREAS, ASSIGNOR is the owner of all rights, title and interest in United States Patent No. 6,173,267, entitled "METHOD FOR PRODUCT PROMOTION", including any divisional, continuation, continuation-in-part and foreign counterpart patents or applications (hereinafter the "Patent"); and

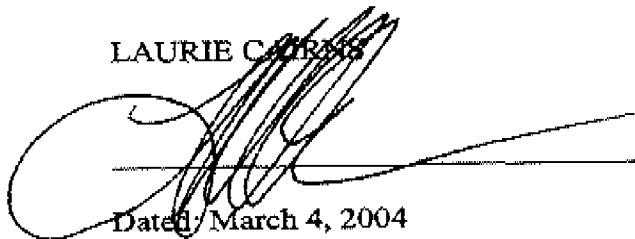
WHEREAS, CAIRNS HOLDINGS LLC, an Illinois Limited Liability Company (hereinafter "ASSIGNEE"), is desirous of acquiring the Patent.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, and pursuant to an agreement by and between ASSIGNOR and ASSIGNEE, ASSIGNOR has sold, assigned, conveyed, delivered and transferred and does hereby sell, assign, convey, deliver and transfer to ASSIGNEE, and any future successors and assigns of ASSIGNEE, all right, title and interest in and to the Patent, together with accrued rights, including the right to bring suit for and to collect damages for any past infringement of the Patent and for any other cause of action arising from ASSIGNOR'S ownership of the Patent including any violation by others of any federal or state tort or antitrust or unfair competition laws, and in and to any and all reissues, reexaminations and extensions of the Patent, these rights to be held and enjoyed by ASSIGNEE, for its own use and benefit and the use and benefit of its successors and assigns, to the end of the full term of the Patent, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR, had this sale and assignment not been made.

AND for the same consideration, ASSIGNOR hereby represents and warrants to ASSIGNEE, its successors and assigns, that ASSIGNOR is the sole and lawful owner of the entire right, title and interest in and to the Patent above-mentioned, and that she has a full, unencumbered title to the Patent and to the inventions and discoveries above described, which title she warrants unto said ASSIGNEE, its successors and assigns, and that she has not executed and will not execute any document or instrument in conflict herewith.

IN WITNESS WHEREOF, ASSIGNOR has hereunto set her hand this fourth day of March 2004.

LAURIE CAIRNS



Dated: March 4, 2004

STATE OF ILLINOIS)
)
COUNTY OF COOK)

On this 4th day of March, 2004, before me, a Notary Public in and for the State and County aforesaid, personally appeared Laurie Cairns, to me known and known to me to be the person of that name, who signed the foregoing instrument, and she acknowledged the same to be her free act and deed.



Sue Burke

Notary Public in and for the State of Illinois
My Commission expires:

July 22, 2006