

02-11-2005

733

BOX ASSIGNMENTS

DO NOT USE FOR TRADEMARKS



JLY

TO THE DIRECTOR OF THE US PATENT AND TRADEMARK OFFICE 102845471

SIR: PLEASE RECORD THE ATTACHED ORIGINAL DOCUMENTS OR COPY THEREOF.

1. NAME OF CONVEYING PARTY(IES) (ASSIGNORS(S)):

- 1. Suze Orman
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

ADDITIONAL NAME(S) OF CONVEYING PARTY(IES) ATTACHED? YES NO

2. PARTY(IES) (ASSIGNEE(S)) RECEIVING INTEREST:

NAME: Suze Orman, Trustee of the Suze Orman Revocable Trust, Dated May 11, 1998 (50%) Hay House, Inc. (50%)

ADDRESS: 320 E. 57th Street, #9E, New York, NY 10022

2776 Loker Avenue West Carlsbad, CA 92008

ADDITIONAL NAME(S) & ADDRESS(ES) ATTACHED? YES NO

3. NATURE OF CONVEYANCE (DOCUMENT):

(Submit herewith only one document for recordation—multiple copies of same Assignment signed by different inventors is one document)

- ASSIGNMENT OF WHOLE PART INTEREST
- ORIGINAL FACSIMILE/PHOTOCOPY
- CHANGE OF NAME VERIFIED TRANSLATION
- SECURITY MERGER OTHER:

EXEC. DATE: June 28, 2004

EXECUTION DATE(S) ON THE DECLARATION IF FILED HEREWITH: (NOTE: IF DATES ON DECLARATION AND ASSIGNMENT DIFFER SEE ATTY!) June 28, 2004

4.5 APPL. NO.(S) OR PAT NO.(S). OTHERS ON ADDITIONAL SHEET(S) attached? YES NO

A: PAT. APP. NO.(S) series code/serial no	M#	1 st INVENTOR if not in item 1	B. PATENT NO(S)	M#	1 st INVENTOR if not in item 1
10/889,748	306191				

5. Name & Address of Party to Whom Correspondence Concerning Document Should be Mailed:

Pillsbury Winthrop LLP
Intellectual Property Group
725 South Figueroa Street, Suite 2800
Los Angeles, CA 90017-5406

6. NUMBER INVOLVED:
APPLNS 1 + PATS 0 = TOTAL = 1

7. AMOUNT OF FEE DUE: (Code 8021)
ABOVE TOTAL x \$40 = \$40

(CHARGE FEE)

5.5 ATTY DKT:

P 306191

8. PLEASE CHARGE TO OUR DEPOSIT ACCOUNT

NUMBER: 16-1805 UNDER ORDER NO 15539 306191

MATTER NO.

CLIENT REF.

dup. sheet not required

CLIENT NO.

MATTER NO.

9. 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.

Signature

10. Total number of pages including this cover sheet, attachments and document (do not file dup. Cover sheet)

3

Attorney: Richard H. Zaitlen

Reg. No. 27248

Atty/Sec: RHZ/kd

TEL: (213) 488-7568

Date: February 3, 2005

FAX: (213) 629-1033

2-3-05 Concurrence

07-21-2004

BOX ASSIGNMENTS

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102795648

TO THE DIRECTOR OF THE US PATENT. SIR: PLEASE RECORD THE ATTACHED ORIGINAL DOCUMENTS OR COPY THEREOF.

1. NAME OF CONVEYING PARTY(IES) (ASSIGNORS(S)):

- 1. Suze Orman
- 3.
- 5.
- 7.

- 2.
- 4.
- 6.
- 8.

ADDITIONAL NAME(S) OF CONVEYING PARTY(IES) ATTACHED? YES NO

19687 U.S. PTD
10/889748



2. PARTY(IES) (ASSIGNEE(S)) RECEIVING INTEREST:

NAME: Suze Orman, Trustee of the Suze Orman Revocable Trust, Dated May 11, 1998 (50%) Hay House, Inc. (50%)

ADDRESS: 320 E. 56th Street, #9E, New York, NY 10022

2776 Loker Avenue West Carlsbad, CA 92008

ADDITIONAL NAME(S) & ADDRESS(ES) ATTACHED? YES NO

7-13-04

3. NATURE OF CONVEYANCE (DOCUMENT):

(Submit herewith only one document for recordation—multiple copies of same Assignment signed by different inventors is one document)

- ASSIGNMENT OF WHOLE PART INTEREST
- ORIGINAL FACSIMILE/PHOTOCOPY
- CHANGE OF NAME VERIFIED TRANSLATION
- SECURITY MERGER OTHER:

EXEC. DATE: June 28, 2004

EXECUTION DATE(S) ON THE DECLARATION IF FILED HEREWITH: (NOTE: IF DATES ON DECLARATION AND ASSIGNMENT DIFFER SEE ATTY!) June 28, 2004

4.5 APPL. NO.(S) OR PAT NO.(S). OTHERS ON ADDITIONAL SHEET(S) attached? YES NO

A. PAT. APP. NO.(S) series code/serial no.	M#	1 st INVENTOR if not in item 1	B. PATENT NO(S)	M#	1 st INVENTOR if not in item 1
new application	306191				

5. Name & Address of Party to Whom Correspondence Concerning Document Should be Mailed:
Pillsbury Winthrop LLP
Intellectual Property Group
725 South Figueroa Street, Suite 2800 Los Angeles, CA 90017-5406

6. NUMBER INVOLVED:
APPLNS 1 + PATS 0 = TOTAL = 1

7. AMOUNT OF FEE DUE: (Code 8021)
ABOVE TOTAL x \$40 = \$40

07/15/2004 CCHAU1 00000040 10889748
02 FC:8021 40.00 OP

5.5 ATTY DKT:

P 306191	
MATTER NO.	CLIENT REF.

8. PLEASE CHARGE TO OUR DEPOSIT ACCOUNT NUMBER: 16-1805		
UNDER ORDER NO	15539	306191
dup. sheet not required	CLIENT NO.	MATTER NO.

9. 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.

Signature

Attorney: Richard H. Zaitlen
Reg. No. 27248
Atty/Sec: RHZ/kd

10. Total number of pages including this cover sheet, attachments and document (do not file dup. Cover sheet) 3

Date: July 13, 2004
FAX: (213) 629-1033

TEL: (213) 488-7568

THIS PAGE MUST BE NON-MICROFILMED

CORRECTIVE ASSIGNMENT TO CORRECT THE ^{ADDRESS}~~NAME~~ OF THE
(~~ASSIGNOR OR ASSIGNEE~~), FILED ON ⁷⁻¹³⁻⁰⁴~~(DATE)~~, RECORDED ON
REEL 015567 FRAME 0021. ASSIGNOR HEREBY CONFIRMS THE
(ASSIGNMENT OF ASSIGNOR'S INTEREST) ~~OR NATURE OF~~
CONVEYANCE

Please return signed/recorded to:
Pillsbury Winthrop LLP
Intellectual Property Group
725 So. Figueroa Street
Suite 2800
Los Angeles, CA 90017-5408

Atty. Dkt. 0306191
M# _____ Client Ref. _____

ASSIGNMENT
of U.S. Origin Patent Application
(to Corporation)
(or Limited Partnership)

WHEREAS, the undersigned, to wit:

SUZE ORMAN

(hereinafter ASSIGNOR), have made an invention known as Dkt. PW 15539-0306191
and entitled: **ULTIMATE PROTECTION PORTFOLIO**

for which an application for Letters Patent of the United States

was executed even date herewith and is about to be filed in the United States Patent and Trademark Office;
 was filed on _____, Appln. No. _____ / _____ ;

AND WHEREAS **Suze Orman, Trustee of the Suze Orman Revocable Trust, dated May 11, 1998**, having its principal office and place of business at 320 E. 57th Street, #9E, New York, NY 10022, and **Hay House, Inc.**, having its principal office and place of business at 2776 Loker Avenue West, Carlsbad, CA 92008 (hereinafter ASSIGNEES), each desire to acquire a 50% interest therein;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR, does hereby sell, assign and transfer unto ASSIGNEES, its successors, assigns and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all improvements that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled **ULTIMATE PROTECTION PORTFOLIO** and in and to said application and all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said ASSIGNEES may apply for and receive a patent or patents for said improvements in their own name; and that, when requested, without charge to, but at the expense of, said ASSIGNEES, their successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions and all other patent applications on any and all said

improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said ASSIGNEES, their successors, assigns, and representatives all facts known to the undersigned relating to said improvements and the history thereof; and generally assist said ASSIGNEES, their successors, assigns, or representatives in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements, and all applications for patents and all patents on said improvements, in said ASSIGNEES, their successors, assigns, and legal representatives; and

covenant with said ASSIGNEES, their successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

NOTE: The undersigned hereby authorizes Pillsbury Winthrop LLP of the above address to insert hereon any further identification necessary or desirable for recordation of this document.

Executed on the date(s) below indicated.

Each Inventor: Please Sign and Date Below:

6/28 2007 [Signature]
 Date Name: SUZE ORMAN

Inventor: Please also list the date that you signed the accompanying DECLARATION AND POWER OF ATTORNEY:

6/28 2007
 Date