

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Christopher C. Bidwell</td> <td>07/19/2004</td> </tr> <tr> <td>Jonathan M. Wood</td> <td>07/19/2004</td> </tr> <tr> <td>Richard P. Morrison</td> <td>07/23/2004</td> </tr> </tbody> </table>		Name	Execution Date	Christopher C. Bidwell	07/19/2004	Jonathan M. Wood	07/19/2004	Richard P. Morrison	07/23/2004		
Name	Execution Date										
Christopher C. Bidwell	07/19/2004										
Jonathan M. Wood	07/19/2004										
Richard P. Morrison	07/23/2004										
RECEIVING PARTY DATA											
<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:20%;">Name:</td> <td>Partnership for Innovation, LLC</td> </tr> <tr> <td>Street Address:</td> <td>11100 Linpage Place</td> </tr> <tr> <td>City:</td> <td>St. Louis</td> </tr> <tr> <td>State/Country:</td> <td>MISSOURI</td> </tr> <tr> <td>Postal Code:</td> <td>63132</td> </tr> </table>		Name:	Partnership for Innovation, LLC	Street Address:	11100 Linpage Place	City:	St. Louis	State/Country:	MISSOURI	Postal Code:	63132
Name:	Partnership for Innovation, LLC										
Street Address:	11100 Linpage Place										
City:	St. Louis										
State/Country:	MISSOURI										
Postal Code:	63132										
PROPERTY NUMBERS Total: 1											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29210321</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29210321						
Property Type	Number										
Application Number:	29210321										
CORRESPONDENCE DATA											
Fax Number: (314)345-6060 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 314-345-6000 Email: jbermingham@blackwellsanders.com Correspondent Name: Samuel Digirolamo Address Line 1: 720 Olive Street Address Line 2: Suite 2400 Address Line 4: St. Louis, MISSOURI 63101											
NAME OF SUBMITTER:	Samuel Digirolamo										

Total Attachments: 4
 source=716139183#page1.tif
 source=716139183#page2.tif
 source=716139183#page3.tif

500025960

**PATENT
 REEL: 015854 FRAME: 0561**

CH \$40.00 29210321

ASSIGNMENT

WHEREAS, Christopher C. Bidwell, a resident of Dunwoody, Georgia, Jonathan M. Wood a resident of Monroe, Georgia; and Richard P. Morrison, a resident of Tunnel Hill, Georgia (hereinafter referred to as "Assignors"), have invented a new, original and ornamental design for a PRODUCT HOLDING COOLER for which Assignors are about to make application for Letters Patent in the United States; and

WHEREAS, Assignors are the owners and in full possession of the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefore; and

WHEREAS, Partnership For Innovation, LLC, (hereinafter referred to as "Assignee"), a company duly organized under the laws of the State of Missouri, having its principal office and place of business at 11100 Linpage Place, St. Louis, Missouri 63132, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefore; and

NOW, THEREFORE, for and in consideration of the sum of One Dollar (U.S. \$1.00) and other valuable considerations to Assignors paid by said Assignee, receipt of which is hereby acknowledged, Assignors do hereby sell, assign and transfer unto said Assignee, the entire right, title and interest in and to said invention as set forth and described in the application for Letters Patent filed herewith, including all rights to file applications and obtain patents in other countries, and in and to any and all Letters Patent, both United States and foreign, that may be granted therefore, and Assignors do hereby authorize and request the United States Commissioner of Patents and Trademarks to issue in accordance with this Assignment any and

IN WITNESS WHEREOF, Assignor has hereunto set his hand and seal.

Dated: July 23, 2004

Richard P. Morrison
Richard P. Morrison

STATE OF GA)
 Whitfield) ss.
COUNTY OF

On this 23 day of July, 2004, before me, the undersigned, a Notary Public within and for the County and State aforesaid, personally appeared Richard P. Morrison to me known to be the person described in and who executed the foregoing instrument, and acknowledged that he executed the same as his free act and deed.

In Witness Whereof, I have hereunto attached my hand and notarial seal, at the County and State aforesaid on the day and year last above written.

Amanda Church
Notary Public

My Commission Expires: _____

Notary Public, Whitfield County, Georgia
My Commission Expires May 5, 2007