

10-19-2004

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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):

Cheryl Kerzner
22285 Summit Vue Lane
Woodland Hills, CA 91367

Execution Date(s) September 14, 2004

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Just Products, Inc.

Internal Address: _____

Street Address: 68-1025 Kaniku Drive, #315

City: Kamuela

State: Hawaii

Country: US Zip: 96743

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 _____

10/5/04

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Robert M. Ashen, Esq.

Internal Address: Law Office of Robert A. Seldon

Street Address: 10940 Wilshire Boulevard

Eighteenth Floor

City: Los Angeles

State: California Zip: 90210-1622

Phone Number: 310.274.9060

Fax Number: 310.858.1922

Email Address: rashen@pacbell.net

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 (If necessary)
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 01-2529

Authorized User Name Robert M. Ashen

9. Signature:

Robert M. Ashen
Signature

4 Oct 04
Date

Robert M. Ashen

Name of Person Signing

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

10/18/2004 ECDOPER 00000003 29214605

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U.S. P.T.O.
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Attorney Docket: JST-HLDR-DSN

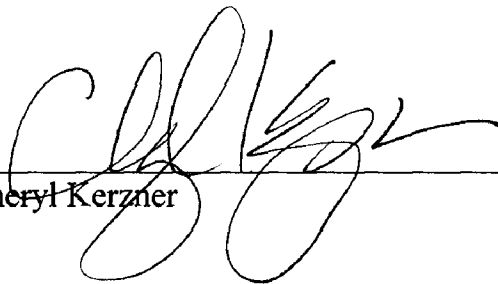
ASSIGNMENT

I, Cheryl Kerzner, of 22285 Summit Vue Lane, Woodland Hills, California 91367, for good and valuable consideration, have assigned and do hereby assign to Just Products, Inc. having a place of business at 68-1025 Kaniku Drive, #315, Kamuela, Hawaii 96743, its successors, assigns and legal representatives, my entire right, title and interest in and to all subject matter invented by myself and others in the U.S. design patent application entitled:

HOLDER FOR CANS, BOTTLES, GLASSES, CUPS AND THE LIKE

and executed by me on 9.14, 2004; and in and to all future design patent applications and Letters Patent and all convention and Treaty rights of all kinds, in all countries throughout the world, for all such subject matter. I agree to sign all documents necessary to secure all said Letters Patent and rights, and request issuance of all said Letters Patent to the above assignee in accordance with this Assignment.

Date: x 9.14, 2004

x 
Cheryl Kerzner

STATE OF CALIF.)
) ss
COUNTY OF VENTURA)

On this 14th day of SEPTEMBER, 2004, before me personally appeared Cheryl Kerzner,
known to me to be the person whose name is subscribed on the foregoing instrument and
acknowledged to me that he executed the same.

Pearl Guerrero
Notary Public



[Seal]