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**1. Name of conveying party(ies)/Execution Date(s):**  
 GERALD ALLISON

Execution Date(s) FEBRUARY 23, 2005

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

**2. Name and address of receiving party(ies)**  
 Name: NOVILLE, INC.  
 Internal Address: \_\_\_\_\_  
 Street Address: 3 EMPIRE BOULEVARD  
 City: SOUTH HACKENSACK  
 State: NEW JERSEY  
 Country: U.S.A. Zip: 17606-1806

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**3. Nature of conveyance:**

Assignment  Merger  
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**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) D 437,069

Additional numbers attached?  Yes  No

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

Name: RICHARD M. ROSATI, ESQ.  
 Internal Address: \_\_\_\_\_  
KENYON & KENYON  
 Street Address: ONE BROADWAY  
 City: NEW YORK  
 State: NEW YORK Zip: 10004  
 Phone Number: 212-425-7200  
 Fax Number: 212-425-5288  
 Email Address: \_\_\_\_\_

**6. Total number of applications and patents involved:** 01

**7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00**

Authorized to be charged by credit card  
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 Enclosed  
 None required (government interest not affecting title)

**8. Payment Information**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
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b. Deposit Account Number 11-0600  
 Authorized User Name KEVIN T. GODLEWSKI

**9. Signature:** *Kevin T. Godlewski* MARCH 11, 2005  
 Signature Date

KEVIN T. GODLEWSKI (Reg. No. 47,598)  
 Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 03

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**ASSIGNMENT**

WHEREAS, I,

**Gerald Allison**  
**453 Liberty Street**  
**Little Ferry, New Jersey 07643**  
**Citizenship: USA**

have made new and useful improvements in **LAMP/AIR FRESHNER** for which a Design Patent was issued on January 30, 2001 under Design Patent No. D437,069, and

WHEREAS **Noville, Inc.**, having a place of business at 3 Empire Boulevard, South Hackensack, New Jersey 07606-1806, and who, together with its successors and assigns, is hereinafter called "Assignee," is desirous of acquiring the title, rights, benefits, and privileges hereinafter recited,

NOW, THEREFORE, for valuable consideration furnished by Assignee to me, receipt and sufficiency of which I hereby acknowledge, I hereby, without reservations:

1. Assign, transfer, and convey to Assignee my entire right, title, and interest in and to said inventions and discoveries, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries in any and all countries, including all divisional, renewal, substitute, continuation, and Convention applications based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues, and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications, and said Letters Patent.

2. Authorize Assignee to file patent applications in any or all countries for any or all of said inventions and discoveries in my names or in the name of Assignee or otherwise as Assignee may deem advisable, under an International Convention or otherwise.

3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of my entire right, title, and interest therein or otherwise as Assignee may direct.

4. Warrant that I have not conveyed to others any right, title, or interest in said inventions, discoveries, applications, or patents or any license to use the same or to make, use, or sell anything embodying or utilizing any of said inventions or discoveries; that I have good right to assign the same to Assignee without encumbrance; and that I am aware of no claim to the contrary.

5. Bind my heirs, legal representatives, and assigns, as well as myself, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to me or them, all acts reasonably serving to assure that the said inventions and discoveries, the said patent applications,

and the said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by me, my heirs, legal representatives, and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to me relating to said inventions and discoveries or the history thereof; to furnish Assignee with any and all documents, photographs, models, samples, and other physical exhibits in my control or in the control of my heirs, legal representatives, or assigns which may be useful for establishing the facts of my conceptions, disclosures, and reduction to practice of said inventions and discoveries; and to testify to the same in any interference, arbitration, or litigation.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal this 23 day of February, 2005.

  
  
Gerald ALLISON

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**ELAINE OCHMAN**  
Notary Public of New Jersey  
My Commission Expires July 22, 2005