

02-16-2005

FORM PTO-1595

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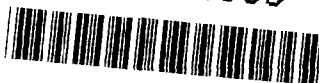
HEET

U.S. DEPARTMENT OF COMMERCE

(Rev. 6-93)

Patent and Trademark Office

OMB No. 0651-0011 (exp. 4/94)



102941751

To the Honorable Commissioner of Patents and Trademarks, . . .

ments or copy thereof.

1. Name of conveying party:

Joon Lee

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

3. Nature of conveyance:

- (X) Assignment () Merger
 () Security Agreement () Change of Name
 () Other _____

Execution Date: January 14, 2005

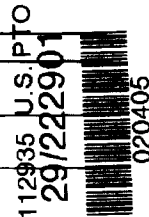
2. Name and address of receiving party(ies)

Name: Truevine, Inc.

Internal Address: _____

Street Address: 3058 N. Daniels Ct.City: Arlington Heights State: IL ZIP: 60004

Additional name(s) & address(es) attached: () Yes (X) No



4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: January 14, 2005

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? () Yes (X) No

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

Name: **B. Joe Kim**
Greer, Burns & Crain, Ltd.
 Internal Address: **300 South Wacker Drive**
Suite 2500
Chicago, Illinois 60606

Street Address: _____

City: _____ State: _____ ZIP: _____

Additional name(s) & address(es) attached: () Yes (X) No

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

(X) Enclosed

() Authorized to be charged to deposit account only in the event proper payment is not enclosed.

8. Deposit account number:

07-2069

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9. Statement and signature.

*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.*B. Joe Kim

Name of Person Signing

Signature

February 4, 2005

Date

Total number of pages including cover sheet, attachments, and document:

3

4151.72251

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PATENT
REEL: 016250 FRAME: 0066

ASSIGNMENT

WHEREAS, Joon Lee, a citizen of the Republic of Korea, residing at 474-40 2nd floor, Seokyodong, Mapoku, Seoul, Republic of Korea 121-842, collectively referred to as ASSIGNOR, has invented and owns a certain invention entitled:

NOVELTY PROMOTIONAL ITEM

for which application for Design Letters Patent of the United States has been filed on even date; and

WHEREAS, Truevine, Inc., a corporation of Illinois, having a principal place of business at, 3058 N. Daniels Ct., Arlington Heights, IL 60004 hereinafter referred to as ASSIGNEE, is desirous of acquiring the entire interest in, to and under said invention and the United States Design Letters Patent to be obtained therefor:

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that in consideration of the payment by ASSIGNEE TO ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the full and exclusive right, title and interest to said invention and all Designs Letters Patent of the United States to be obtained therefor on said application or any continuation, division, renewal, substitute or reissue thereof for the full term or terms for which the same may be granted.

ASSIGNOR also assigns all of his rights, titles and interests in and to said invention in all foreign countries, and all applications for Design Letters Patent which may evolve therefrom, including the right to claim International Convention priority.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

ASSIGNOR further covenants that ASSIGNEE will, upon his request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent as may be known and accessible to ASSIGNORS and ASSIGNORS will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain and enforce said

enforce said application, said invention and said Design Letters Patent which may be necessary or desirable to carry out the purposes hereof.

Date

Joon Lee Jan 14. 2005
Joon Lee