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To the Honorable Commissioner of Patents and Trademarks:	Please Record the attached original documents or copy thereof.		
1. Name of conveying party(ies): Jeffrey C. Herold	 Name and address of receiving party(ies) Name: West Coast Trends, Inc. 		
Additional name of conveying party(ies) attached? Yes No	Internal Address:		
3. Nature of conveyance:	Street Address: 17811 Jamestown Lane		
🛛 Assignment 🗌 Merger	<u></u>		
Security Agreement Change of Name	City: Huntington Beach State: CA Zip: 92647		
Other Evenution Data: April 7, 2005	Additional Name(s) & address(es) attached? 🔲 Yes 🛛 No		
Execution Date: April 7, 2005			
Additional numbers atta	ached? Yes 🛛 No		
Name and address of party to whom correspondence concerning this document should be mailed:			
couceming this dochment suorila pe mailea:	6. Total number of applications and patents involved: 1		
•	 6. Total number of applications and patents involved: 1 7. Total fee (37 CFR 3.41) \$ 40.00 		
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Name: ROBERT E. KREBS	7. Total fee (37 CFR 3.41) \$ <u>40.00</u>		
Name: ROBERT E. KREBS	7. Total fee (37 CFR 3.41) \$ <u>40.00</u>		
Name: ROBERT E. KREBS Internal Address: THELEN REID & PRIEST LLP P.O. BOX 640640 Street Address:	 7. Total fee (37 CFR 3.41) \$ 40.00 Enclosed Authorized to be charged to deposit account 8. Deposit account number. 		
Name: ROBERT E. KREBS Internal Address: THELEN REID & PRIEST LLP P.O. BOX 640640	 7. Total fee (37 CFR 3.41)\$ 40.00 Enclosed Authorized to be charged to deposit account 8. Deposit account number: 50-1698 		
Name: ROBERT E. KREBS Internal Address: THELEN REID & PRIEST LLP P.O. BOX 640640	 7. Total fee (37 CFR 3.41)\$ 40.00 Enclosed Authorized to be charged to deposit account 8. Deposit account number: 50-1698 (Attach duplicate copy of this page if paying by deposit account) THIS SPACE 		

PATENT REEL: 016313 FRAME: 0537

CH \$40.00 501698 29068989

Docket No. 033905-000005

ASSIGNMENT

WHEREAS, I, Jeffrey C. Herold, a citizen of the United States of America, residing at 17811 Jamestown Lane, Huntington Beach, CA 92647, has invented a "Travel Bag Base Element" for which we have executed application papers for a U.S. patent thereon which was filed on April 24, 1997, serial no. 29/068,989; and

WHEREAS, West Coast Trends, Inc., a California corporation, having a place of business located at 17811 Jamestown Lane, Huntington Beach, CA 92647, is desirous of acquiring the exclusive right, title and interest in and to said invention and in and to the Letters Patent to be granted and issued therefor in the United States of America and its territories and possessions, and all countries foreign thereto;

NOW, THEREFORE, for a valuable consideration, the receipt of which is hereby acknowledged, I, Jeffrey C. Herold, do sell, assign, transfer and set over unto the said West Coast Trends, Inc., its successors and assigns, the full and exclusive right, title and interest in and to said invention, and in and to any and all Letters Patent to be granted and issued therefor, not only for, to and in the United States of America, its territories and possessions, but also for, to and in all other countries including all priority rights under the International Convention; and we hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to said West Coast Trends, Inc., its successors and assigns, in accordance with this Assignment.

land-4-7-06

Jeffrey C. Herold

Date

PATENT REEL: 016313 FRAME: 0538

06-08-05 08:54 From-Thelen, Reid, & Pr	Priest LL	P
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Thelen Reid & Priest LLP

Attomeys At Law

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FAX COVER PAGE

TO:	Mail Stop Assignment Recordation Services USPTO	FAX: PHONE:	703.306.5995	DATE:	June 8 , 2	.005
FRÓM:	Ruth Rodriquez	FAX: PHONE:	408.287.8040 408.282.1803		PAGES: cover page)	4

E-MAIL: rrodriquez@thelenreid.com

Certificate of Transmission under 37 CFR 1.8

I hereby certify that this correspondence is being facsimile transmitted with the United States Patent and Trademark Office to Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450

on/the date printed below, Date: Signature Ruth Rodriguez

Re: U.S. Design Patent Application Serial No.: 29/068,989; Filed: April 24, 1997 TRP Docket No: 033905-005

Dear Sir or Madam:

Respectfully submitted is the enclosed:

1. Recordation Form Cover Sheet (in duplicate) ; and

2. Original Assignment

Regards,

Ruth Rodriquez

Note: Each paper must have its own certificate of transmission, or this certificate must identify each submitted paper

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JOB #	ATTORNEY #	CLIENT-MATTER	RETURN TO	ROOM #
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