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Please return signed/recorded to: Pillsbury Winthrop LLP Intellectual Property Group P.O. Box 10500 McLean, VA 22102

Atty. Dkt.	PMS 303667	Dkt. 54DES
	M#	Client Ref.

## ASSIGNMENT of U.S. Origin Patent Application

WHEREAS, the undersigned, to wit:

1) PERELLA, Daniel		2)	DECARLO, Anthony	
3) THOMSON, Vincer	t	<b>-</b> 4)		<del></del>
5)		<b>–</b> 6)		· · · · · · · · · · · · · · · · · · ·
7)		8)		
(hereinafter collectively A	ASSIGNOR), has/have made	an in	ention known as Dkt.	54DES
and entitled: Design for	r PURSE		•	
for which an application	or Letters Patent of the Unite	ed Sta	tes	
was executed even d	ate herewith and is about to	be file	in the United States P	atent and Trademark Office;
	s, 2003 , Appln. No.	29	/ 181,741	•
				_
AND WHEREAS	IdeaStream Consumer P	roduct	s LLC	
(hereinafter ASSIGNEE)	duly organized and existing	under	the laws of the State of	f Delaware
and having its principal o	ffice and place of business a	t 40	I1 Brookpark Road, Pai	rma, Ohio 44134
desires to acquire an inte	rest therein;			

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR, does hereby sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right, title and interest to the said invention in the United States and all foreign countries, as described in the aforesaid application, and to the said application and to all continuations, divisions, reissues and substitutes of said application, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and ASSIGNOR hereby authorizes and requests the Commissioner of Patents to issue said Letters Patent to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives.

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AND ASSIGNOR hereby agrees to execute any papers requested by ASSIGNEE, its successors, assigns and legal representatives, deemed essential to ASSIGNEE's full protection and title in and to the invention hereby transferred.

ASSIGNOR furthermore agrees upon request of said ASSIGNEE, and without further remuneration, to execute any and all papers desired by said ASSIGNEE for the filing and granting of foreign applications and the perfecting of title thereto in said ASSIGNEE.

NOTE: The undersigned hereby authorizes Pillsbury Winthrop LLP of the above address to insert hereon any further identification necessary or desirable for recordation of this document.

	Executed on the date(s) below indicate	ed.	
Sig	nature //	Date Signed	Witness
1)	Name: PERELLA, Daniel	7/21/03	
2)	flitte & along	2/4/03	
3)	Name: DECARLO, Anthony	7/21/03	
	dame: THOMSON, Vincent		
4)	Name:		
5)			
6)	Name:		
·	Name:		
7)	Name:		
8)			
	Name:		
	Signed By THE ABOVE Day of July 2003	ON THE 215"	

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PATENT REEL: 016322 FRAME: 0341