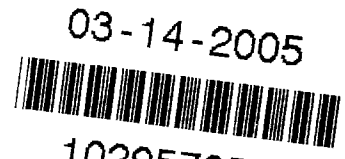


RECOF



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TO: Mail Stop Assignments, Director, U.S. Patent & Trademark Office, P.O. Box 450, Alexandria, VA 22313-1450  
Please record the attached original document(s) or copy(ies).

<p>1. Name of conveying party(ies) and execution date:</p> <p>Spark Marketing Services</p> <p style="text-align: right;">Execution Date December 9, 2004</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: <u>Thermos L.L.C.</u></p> <p>Street Address: <u>2550 West Golf Road, Suite 800</u></p> <p>City: <u>Rolling Meadows</u></p> <p>State: <u>Illinois</u></p> <p>Zip: <u>60008</u></p> <p>Additional name(s) address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger</p> <p><input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name</p> <p><input type="checkbox"/> Other: _____</p>	<p>OPR/FINANCE</p> <p>MAR 10 PM 3:19</p>
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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: \_\_\_\_\_

<p>A. Patent Application Number(s): <u>29/219,762</u></p>	<p>B. Patent Number(s): _____</p>
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Additional numbers attached:  Yes  No

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Wood, Phillips, Katz, Clark &amp; Mortimer Citicorp Center, Suite 3800 500 West Madison Street Chicago, Illinois 60661-2511 Phone: (312) 876-1800</p>	<p>6. Total number of applications and patents involved: <u>1</u></p> <p>7. Total Fee (37 CFR 3.41) ..... \$ <u>40.00</u></p> <p><input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Authorized to charge Deposit Account</p> <p>8. Deposit Account No.: <u>23-0785</u></p>
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9. SIGNATURE

<p>Karen A. Sanderson</p> <p>Name of Person Signing</p>	<p><i>Karen A. Sanderson</i></p> <p>Signature</p>	<p>March 7, 2005</p> <p>Date</p>
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Total number of pages including cover sheet, attachment, and documents: \_\_\_\_\_

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3-10-05

# ASSIGNMENT

SPARK MARKETING SERVICES

To

Thermos L.L.C.

WHEREAS, Spark Marketing Services, a corporation of Illinois, located in Chicago, Illinois, herein called "SPARK", is the owner of all the right, title and interest of Daniel Schuler and Peter Schmidt, inventors of an invention for a MUG Design, for which said inventors made application for Letters Patent of the United States, Serial No. 29/219,762, filed December 21, 2004, and

WHEREAS, THERMOS L.L.C., a corporation of Illinois, having a place of business in Illinois, herein called "ASSIGNEE", is desirous of acquiring the entire right, title and interest of SPARK in said invention and application therefor, which was conveyed to it by the said inventors, and in any patent or patents to be obtained therefor;

NOW, THEREFORE, to all Whom It May Concern, be it known that, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable considerations, the receipt of which is hereby acknowledged, SPARK has sold, assigned, and transferred, and by these presents does sell, assign and transfer until ASSIGNEE its entire right, title and interest to the said application, and in and to any Letters Patent of the United States obtained thereon; and in and to any extensions, divisions, or reissues thereof; and it does hereby authorize and request the Commissioner of Patents, or other proper officer, to issue such Letters Patent or any of them to ASSIGNEE, as the assignee of its entire right, title and interest in and to the same for the sole use and behoof of ASSIGNEE, and its successors or assigns.

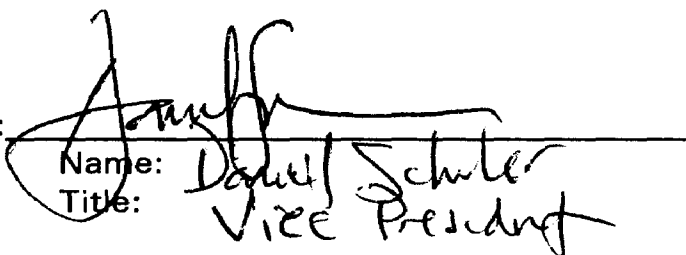
SPARK hereby transfers to ASSIGNEE all such rights as it may possess as a result of an agreement by the said inventors for the said Letters Patent, to execute such other and further assurances of title as

may be necessary or proper to fully convey the interest conveyed by original assignment to SPARK, to execute such application papers as may be desired by ASSIGNEE for the filing of any division or divisions of the said application and to execute such Supplemental Oaths and Preliminary Statements or other papers as may be desired by ASSIGNEE.

And SPARK further assigns to ASSIGNEE its whole right, title and interest in and to the invention disclosed in the said application throughout all countries foreign to the United States, and further assigns to ASSIGNEE such authority as it possesses to apply for patents therefor in its own name where such procedure is proper together with the rights to claim the benefits of the International Convention and any rights which it may have to obtain execution of applications for the said invention in the several countries where it is necessary that the same be executed by the inventors, and to obtain execution of assignments of such applications and the patents to be obtained therefor for the invention of the said applications, as well as all other necessary papers.


IN TESTIMONY WHEREOF, the said Spark Marketing Services has caused its corporate name to be subscribed by its Vice President, this 9 day of December, 2004.

SPARK MARKETING SERVICES

By:   
Name: Daniel Schuler  
Title: Vice President

STATE OF ILLINOIS )  
                                  ) ss  
COUNTY OF COOK )

Before me this 9 day of December, 2004, personally appeared Daniel Schuler of Spark Marketing Services, the corporation which executed the foregoing assignment; who acknowledged that he did sign and seal said instrument as \_\_\_\_\_ on behalf of said corporation.

  
Notary Public

