

10-06-2005

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## 1. Name of conveying party(ies) and execution date:

Peter Schmidt

Execution Date  
December 9, 2004

Additional name(s) of conveying party(ies) attached?

☐ Yes☒ No

## 2. Name and address of receiving party(ies):

Name: Spark Marketing Services

Street Address: 1550 N. Damen Avenue, Suite 202

City: Chicago

State: Illinois

Zip: 60622

Additional name(s) address(es) attached?

☐ Yes☒ No.

## 3. Nature of conveyance:

☒ Assignment ☐ Merger☐ Security Agreement ☐ Change of Name☐ Other: \_\_\_\_\_

## 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:

A. Patent Application Number(s): 29/219,758

B. Patent Number(s):

Additional numbers attached: ☐ Yes ☒ No

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

Wood, Phillips, Katz, Clark & Mortimer  
Citicorp Center, Suite 3800  
500 West Madison Street  
Chicago, Illinois 60661-2511  
Phone: (312) 876-1800

## 6. Total number of applications and patents involved: 1

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

☒ Enclosed☐ Authorized to charge Deposit Account

8. Deposit Account No.: 23-0785

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## 9. SIGNATURE

10/05/2005 DBYRNE 00000024 29219758

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Karen A. Sanderson

Name of Person Signing

*Karen A. Sanderson*  
Signature

September 30, 2005

Date

Total number of pages including cover sheet, attachment, and documents: 3

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PATENT  
REEL: 017048 FRAME: 0412

# ASSIGNMENT

Serial No. 29/219,758Filed December 21, 2004

In consideration of One Dollar and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned inventor, or each inventor if more than one, hereby assigns to \_\_\_\_\_

**SPARK MARKETING SERVICES**

its successors and assigns (hereinafter called "said assignee"), the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, entitled, \_\_\_\_\_

**BOTTLE (Design)**

executed by the undersigned on the 9th day of Dec., 2004, and in said application and any and all other applications for United States Letters Patent, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorizes and requests the Commissioner of Patents to issue said Patent to said assignee.

The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the date and serial number of said application.

For said consideration, the undersigned hereby agrees, upon the request and at the expense of said assignee, to execute any divisional, continuation or substitute application for said invention or improvements, and any oath, declaration or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof. The undersigned agrees to perform, upon request, any affirmative acts to obtain said Letters Patent of the United States and vest in said assignee all rights therein, whereby said Letters Patent will be held and enjoyed by said assignee, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same should have been held and enjoyed by the undersigned if this assignment had not been made.

And for said consideration, the undersigned hereby assigns to said assignee the entire right, title and interest in said invention or improvements for all foreign countries, including all priority rights under

the International Convention, and agrees to execute, at the request of said assignee, all documents in connection with any application for foreign letters patent therefor.

*Peter Schmidt*

Peter Schmidt

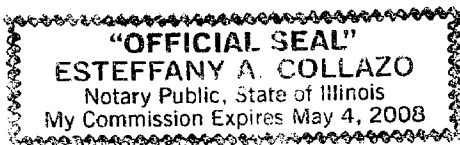
12/15, 2004

STATE OF ILLINOIS

COUNTY OF COOK

Before me, a Notary Public in and for the County and State aforesaid, appeared \_\_\_\_\_  
PETER SCHMIDT

to me personally known to be the signer, or signers, of the foregoing instrument, and acknowledged execution of said instrument as a free and voluntary act for the uses and purposes therein expressed.



*Esteffany A. Collazo*  
Notary Public

WOOD, PHILLIPS, KATZ, CLARK & MORTIMER  
500 West Madison Street, Suite 3800  
Chicago, Illinois 60661-2511