

RECO

10-21-2005



T

103104360

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

1. Name of conveying party(ies) and execution date:  
  
Alfredo Carreno  
David Meyers

Execution Date  
July 13, 2005  
July 8, 2005

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) of conveying party(ies) attached?  
 Yes  No

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): 29/235,231

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

10/20/2005 00000139 29235231

01 FC:0021

40.00 OP

DO NOT USE THIS SPACE

9. SIGNATURE

Karen Sanderson  
Name of Person Signing

*Karen Sanderson*  
Signature

October 17, 2005  
Date

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

00775D00850US

**A S S I G N M E N T**Serial No. 29/235,231Filed July 28, 2005

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, \_\_\_\_\_

**HYDRATION BOTTLE (Design)**

executed by the undersigned on the 8th & 13th days of July, 2005, 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.

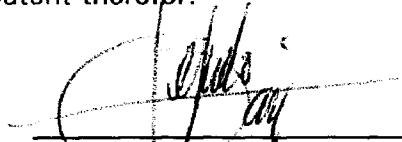
The undersigned hereby authorizes and requests the Commissioner of Patents to issue said Patent to said assignee.

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.


  
\_\_\_\_\_  
Alfredo Carreno

July 13, 2005  
STATE OF Illinois  
COUNTY OF COOK

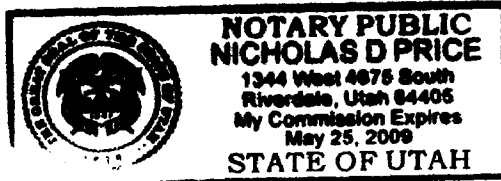


Before me, a Notary Public in and for the County and State aforesaid, appeared \_\_\_\_\_  
ALFREDO CARRENO to  
me personally known to be the signer, or signers, of the foregoing instrument, and acknowledged  
execution of said instrument as a free and voluntary act for the uses and purposes therein expressed.

  
\_\_\_\_\_  
Notary Public

  
\_\_\_\_\_  
David Meyers

July 8<sup>th</sup>, 2005  
STATE OF Utah  
COUNTY OF Paria



Before me, a Notary Public in and for the County and State aforesaid, appeared \_\_\_\_\_  
DAVID MEYERS 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.

  
\_\_\_\_\_  
Notary Public

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