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Please record the attached original document(s) or copy(ies).

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

Spark Marketing Services

Execution Date  
July 13, 2005

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

☐ Yes

☒ No

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

Name: Thermos L.L.C.

Street Address: 2550 West Golf Road, Suite 800

City: Rolling Meadows

State: Illinois

Zip: 60008

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): 29/235,229

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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Karen Sanderson

Name of Person Signing

*Karen Sanderson*

Signature

October 17, 2005

Date

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

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PATENT  
REEL: 017101 FRAME: 0239

**A S S I G N M E N T**

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 Alfredo Carreno and David Meyers, inventors of an invention for a TRAVEL MUG Design, for which said inventors made application for Letters Patent of the United States, Serial No. 29/235,229, filed July 28, 2005, 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.

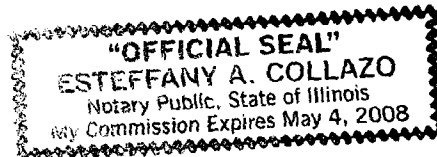
And SPARK further assigns to ASSIGNEE its whole right, title and interest in and to the invention disclosed in the said application throughout all countries foreign to the United States, and further assigns to ASSIGNEE such authority as it possesses to apply for patents therefor in its own name where 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 Senior Partner, this 13th day of July, 2005.

# SPARK MARKETING SERVICES

By: [Signature]  
 Name: Daniel Schuler  
 Title: Senior Partner

STATE OF ILLINOIS       )  
                                   ) ss  
 COUNTY OF COOK        )



Before me this 13 day of July, 2005,  
 personally appeared Daniel S Schuler of Spark  
 Marketing Services, the corporation which executed the foregoing assignment; who  
 acknowledged that he did sign and seal said instrument as his  
 on behalf of said corporation.

[Signature]  
 Notary Public