

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Taylor Corporation	07/06/2004
RECEIVING PARTY DATA	
Name:	Travel Tags, Inc.
Street Address:	1725 Roe Crest Drive
City:	North Mankato
State/Country:	MINNESOTA
Postal Code:	56003
PROPERTY NUMBERS Total: 3	
Property Type	Number
Patent Number:	6900944
Application Number:	11296736
Application Number:	11067119
CORRESPONDENCE DATA	
Fax Number:	(612)332-9081
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	612-332-5300
Email:	msteil@merchant-gould.com
Correspondent Name:	Dennis R. Daley
Address Line 1:	P.O. Box 2903
Address Line 4:	Minneapolis, MINNESOTA 55402-0903
ATTORNEY DOCKET NUMBER:	34,994
NAME OF SUBMITTER:	Dennis R. Daley
<p>Total Attachments: 2</p> <p>source=Assignment Taylor Corp to Travel Tags#page1.tif</p>	

CH \$120.00 6900944

**500082263**

**PATENT**  
**REEL: 017240 FRAME: 0297**



**ASSIGNMENT**

WHEREAS, Taylor Corporation, an Minnesota Corporation having its principal place of business at 1725 Roe Crest Drive, P.O. Box 3728, North Mankato, Minnesota 56002-3728, (hereinafter called "Assignor"), is the owner of U.S. Patent Application Serial No. 10/406,614, filed April 3, 2003 and is entitled LENTICULAR CARD AND PROCESS FOR MAKING.

AND WHEREAS, Travel Tags, Inc., a corporation organized and existing under and by virtue of the laws of the State of Minnesota, and having an office and place of business at 1725 Roe Crest Drive, P.O. Box 3728, North Mankato, Minnesota 56002-3728 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW THEREFORE, be it known that, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration delivered by Assignee to Assignor, the receipt of which is hereby acknowledged, Assignor has sold, assigned, transferred and set over, and by these presents does sell, assign, transfer and set over, unto Assignee all of the Assignor's right, title and interest in the patents, patent applications, and foreign patent applications, including any continuations, continuations-in-part, or divisions thereof, and any and all reissues and extensions of said Letters Patents, and including the subject matter of any and all claims that may be obtained in every such patent, both foreign and domestic, the same to be held and enjoyed by the said Assignee, its successors, assigns or other legal representatives, for its own use and behoof, and for the use and behoof of its successors, assigns or other legal representatives, to the end of the term or terms for which said Letters Patents are or may be granted or reissued or extended, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made, together with all rights to profits and damages by reason of past infringement of said Letters Patent by any party or parties, with the right to sue for and collect the same for its own use and behoof, and for the use and behoof of its successors, assigns, or other legal representatives.


Assignor further covenants that it will, upon request to it, but without expense to it, do all other lawful acts necessary to enable Assignee to obtain, maintain, and enforce full benefits from and record the assignment to it of the rights and interests herein assigned.

This Assignment shall be binding upon the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

**ASSIGNOR:**

**TAYLOR CORPORATION**

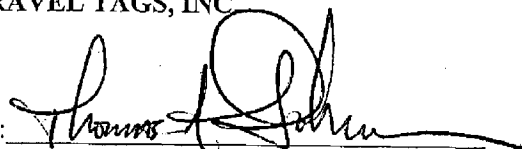
Date: 7/3/2004

By:   
Name: Gregory W. Jackson  
Title: Vice President and General Counsel

**ASSIGNEE:**

**TRAVEL TAGS, INC**

Date: 7/6/2004

By:   
Name: Thomas Johnson  
Title: Vice President