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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.	
1. Name of conveying party(ics):	2. Name and address of receiving party(ies)
Donald W. Lusareta	Name: <u>Lusareta Innovations, LLC</u>
Additional name(s) of conveying party(ics) attached? Yes X No	Street: 8070 NE Breckenridge Drive
3. Nature of conveyance: Execution Date(s) March 17, 2006 Assignment	City: Parkville State: MO Country: USA ZIP: 64152 Additional names(s) & addresses(cs) attached? □ Yes ⊠ No
4. Application or patent number(s): This document is being filed together with a new application.	
A. Patent Application No.(s)	B. Patent No.(s) 5,990,790
Additional numbers attached? Yes No	
5. Name and address of party to whom correspondence should be mailed:	6. Total number of applications and patents involved: $\underline{1}$
Name: Polster, Lieder, Woodruff & Lucchesi, L.C. Street Address: 12412 Powerscourt Drive Ste. 200 City: St. Louis State: MO Zip: 63131-3615 Phone Number: 314-238-2400	7. Total fee (37 CFR 1.21(h) & 3.41) \$40.00 Authorized to be charged to credit card. Authorized to be charged to deposit account. Any deficiency or overpayment is authorized to be charged or credited to deposit account 162201. None required (government interest not affecting title)
Fax Number: 314-238-2401 Email Address: patents@patpro.com	8. Payment Information a. Credit Card Last 4 Numbers Expiration Date b. Deposit account number: 162201 Authorized User Name Martha A. Michaels
9. Signature: Martin Marie	March 18,200 6
Martha A. Michaels Reg. No. 20,453	Total number of pages including cover sheet, attachments, and document: 2

ASSIGNMENT

WHEREAS, I, Donald W. Lusareta, a citizen of the United States of America, resident of the County of Jackson, State of Missouri, respectively, whose post office address is 825 NE Adams Dr., Lee's Summit, MO 64086, did obtain a United Stated Patent for an improvement in **Interchangeable Base for Beverage Container Holder**, U.S. Patent No. 5,990,790, dated November 23, 1999; and whereas, I am the sole owner of said patent;

AND, WHEREAS, Lusareta Innovations, LLC, a Missouri Corporation, with offices at Lusareta Innovations, LLC, 8070 NE Breckenridge Dr., Parkville, MO 64152, is desirous of acquiring the entire right, title and interest in and to said improvements in Interchangeable Base for Beverage Container Holder and all patent rights therefor;

Now, therefore, in consideration of the sum of one dollar (\$1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I, the owner, by these presents do sell, assign and transfer unto said assignee the entire right, title and interest in and to the said Patent aforesaid; the same to be held and enjoyed by the said assignee for its own use and behoof, and for its legal representatives and assigns, to the full end of the term for which said Patent is granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

	3-17-0605.
Date:	3-13-06

Donald W. Lusareta, Inventor

STATE OF MISSOURI

) **\$\$**.

COUNTY OF JACKSON

RECORDED: 03/28/2006

On this _______, 2006, before me, a Notary Public, personally appeared Donald W. Lusareta, to me known to be the person named in and who executed the above Assignment, and acknowledged to me that he executed the same for the uses and purposes therein mentioned, as his own free act and deed.

Vota⊈y Pub∕ic

My Commission Expires:

GEORGIA JONES-KLIETHERMES Notary Public - Notary Seal STATE OF MISSOURI Jackson County My Commission Expires Aug. 6, 2006

> PATENT REEL: 017388 FRAME: 0547