rm PTO-1595 (Rev. 07/05)	U.S. DEPARTMENT OF COMMERCE United States Patent and Trademark Office		
RECORDATION FORM COVER SHEET PATENTS ONLY To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.			
		Name of conveying party(ies)	2. Name and address of receiving party(les)
		inado Juan CiOCCHINI	Name: <u>34th Straet Partnership, Inc.</u>
1-72 37th Street, Apt. 7 storia, New York 11103	Internal Address:		
dditional name(s) of conveying party(les) attached? Yes V No			
. Nature of conveyance/Execution Date(s):	Street Address: 500 Fifth Avenue		
xecution Date(s) March 27, 2006	Sulte 1120		
Assignment Merger			
Security Agreement Change of Name	City: New York		
Joint Research Agreement	State: New York		
Government Interest Assignment	Country: USZip: 10110		
Executive Order 9424, Confirmatory License	Country- <u>se</u>		
Other	Additional name(s) & address(es) attached? Yes Vo		
I. Application or patent number(s):	s document is being filed together with a new application.		
A. Patent Application No.(s)	B. Patent No.(s)		
U.S. Patent Application No. 29/233,735 filed July 7, 2005			
Additional numbers	attached? Yes No		
5. Name and address to whom correspondence concerning document should be mailed:	6. Total number of applications and patents involved: one		
Name:tan G. DiBernardo	7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00		
Internal Address: STROOCK & STROOCK & LAVAN LLP	Authorized to be charged by credit card		
Internet 7 and 655 - 5-1-2	Authorized to be charged to deposit account		
Street Address: 180 Malden Lane	Enclosed		
	None required (government interest not affecting title		
City: New York	8. Payment Information		
City: New York Zip:10038	a. Credit Card Last 4 Numbers Expiration Date		
0000.	·		
Phone Number: (212) 806-5400	b, Deposit Account Number 19-4709		
Fax Number: (212) 806-6006	Authorized User Name		
Email Address: Idlbernardo@stroock.com	<u></u>		
9. Signature:			
Signature			
lan G. DiBernardo, Reg. 40,991 Name of Person Signing	sheet, attachments, and documents:		
Martie of Leison Signing	and the second s		

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or malled to: Mall Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

PATENT REEL: 017429 FRAME: 0405 Docket No. 650504/0003 IDG/RHL

ASSIGNMENT

WHEREAS, I, IGNACIO JUAN CIOCCHINI, a citizen of Argentina, residing at 31-72 37th Street, Apt. 7, Astoria, NY 11103, hereinafter referred to as ASSIGNOR, have invented certain new and useful improvements in NEWS BOX for which I have respectively executed and filed an application for Letters Patents with the United States Patent and Trademark Office on July 7, 2005, and which has been accorded Application Serial No. 29/233,735.

WHEREAS, 34th Street Partnership, Inc., a corporation, having its principal place of business at 500 Fifth Avenue, Suite 1120, New York, NY 10110, hereinafter referred to as ASSIGNEE, is desirous of obtaining the entire right, title and interest in, to and under the improvements and the application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the ASSIGNOR, has sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the improvements, and the application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filled for the improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for the improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for the improvements to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HEREBY grant to Lawrence Rosenthal, Steven B. Pokotilow, Matthew W. Siegal, David L. Schaeffer and Ian G. DiBernardo, attorneys with the firm of Stroock & Stroock & Lavan LLP, the right and full power of attorney to enter all further identifying information of the improvements and the application as may be deemed necessary or desirable for the recordation or perfection of this ASSIGNMENT.

AND I HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith.

PATENT REEL: 017429 FRAME: 0406 Docket No. 650504/0003

AND I HEREBY further covenant and agree that I will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me respecting the improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the improvements in all countries.

IN TESTIMONY WHEREOF, I have set my hand and seal to this Assignment.

MARCH 27 11, 2006

State of

)ss.:

County of

, 2006 before me, a Notary Public in and for

the State and County aforesaid, personally appeared IGNACIO JUAN CIOCCHINI, to ma known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.

CHARLES A. FREMAINT Notary Public, State of New York No. 01FR6084098

Qualified in Westchester County Commission Expires December 2, 2006

Notary Public

SSL-DOCS1 1665956v1

RECORDED: 04/04/2006

PATENT REEL: 017429 FRAME: 0407