

Form PTO-1595 (Rev. 07/05)  
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U.S. DEPARTMENT OF COMMERCE  
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### 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.

#### 1. Name of conveying party(ies)

Ignacio Juan CIOCCHINI  
31-72 37th Street, Apt. 7  
Astoria, New York 11103

Additional name(s) of conveying party(ies) attached?  Yes  No

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

Name: 34th Street Partnership, Inc.

Internal Address: \_\_\_\_\_

Street Address: 500 Fifth Avenue

Suite 1120

City: New York

State: New York

Country: US Zip: 10110

Additional name(s) & address(es) attached?  Yes  No

#### 3. Nature of conveyance/Execution Date(s):

Execution Date(s) March 27, 2006

- Assignment  Merger
- Security Agreement  Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other \_\_\_\_\_

#### 4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)  
U.S. Patent Application No. 29/233,735  
filed July 7, 2005

B. Patent No.(s)

Additional numbers attached?  Yes  No

#### 5. Name and address to whom correspondence concerning document should be mailed:

Name: Ian G. DiBernardo

Internal Address: STROOCK & STROOCK & LAVAN LLP

Street Address: 180 Malden Lane

City: New York

State: New York Zip: 10038

Phone Number: (212) 806-5400

Fax Number: (212) 806-6006

Email Address: ldibernardo@stroock.com

#### 6. Total number of applications and patents involved: one

#### 7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

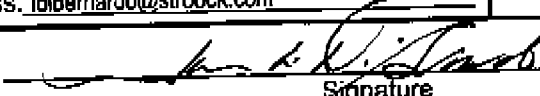
#### 8. Payment Information

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 19-4709

Authorized User Name \_\_\_\_\_

#### 9. Signature:

  
Signature

April 4, 2006

Date

Ian G. DiBernardo, Reg. 40,991  
Name of Person Signing

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

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
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CH \$40.00 194709 29233735

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 filed 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.

