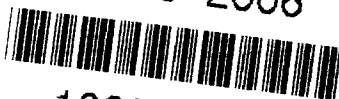


04-10-2006

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office



REC

103214312  
PATENT

To: 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)

Brian K. Beesley  
Eric Hales

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

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

Execution Date(s) January 23, 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):

A. Patent Application No.(s)

29/251 615

☐ This document is being filed together with a new application.  
B. Patent No.(s)

Additional numbers attached? ☐ Yes ☐ No

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

Name: Garron M. Hobson

Internal Address: Thorpe North & Western, LLP

Street Address: 8180 South 700 East, Suite 200

City: Sandy

State: UT Zip: 84070-0562

Phone Number: (801) 566-6633

Fax Number: (801) 566-0750

Email Address:

6. Total number of applications and patents involved:

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  
Authorized User Name

9. Signature:

Signature

Apr 31, 2006

Date

Garron M. Hobson

Name of Person Signing

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

8

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

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40.00 DP

PATENT  
REEL: 017750 FRAME: 0857

Garron M. Hobson  
THORPE NORTH & WESTERN, LLP  
P.O. BOX 1219  
SANDY, UTAH 84091-1219

### ASSIGNMENT OF PATENT

WHEREAS, I, Brian K. Beesley, resident of Utah, whose postal address is 15143 S.

Heather Stone Circle, Draper, UT 84020, (hereinafter "Assignor") have invented a certain new and useful improvement in the following design applications:

FOOD PROCESSOR for which an application for United States Design Patent the specification of which is attached hereto, or which was filed on January 9, 2006, as TNW Docket No. 25214.A.DES, and given U.S. Design Application Serial No. \_\_\_\_\_;

BLENDER for which an application for United States Design Patent the specification of which is attached hereto, or which was filed on January 9, 2006, as TNW Docket No. 25214.B.DES, and given U.S. Design Application Serial No. \_\_\_\_\_;

COFFEE MAKER for which an application for United States Design Patent the specification of which is attached hereto, or which was filed on January 9, 2006, as TNW Docket No. 25214.C.DES, and given U.S. Design Application Serial No. \_\_\_\_\_;

HAND MIXER for which an application for United States Design Patent the specification of which is attached hereto, or which was filed on January 9, 2006, as TNW Docket No. 25214.D.DES, and given U.S. Design Application Serial No. \_\_\_\_\_; and;

TOASTER for which an application for United States Design Patent the specification of which is attached hereto, or which was filed on January 9, 2006, as TNW Docket No. 25214.E.DES, and given U.S. Design Application Serial No. \_\_\_\_\_; and

---

WHEREAS, Back to Basics, Inc., a corporation organized and existing under the laws of the State of Utah, having a business address of 675 West 14600 South Bluffdale, Utah 84065 (hereinafter "Assignee"), is desirous of acquiring such right, title, and interest in the same;

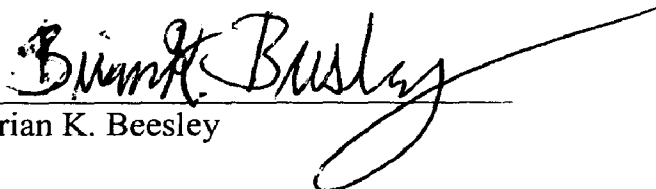
NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to me by the Assignee, the receipt and sufficiency whereof is hereby acknowledged, I the said Assignor, hereby grant and assign unto the said Assignee, my entire right, title and interest in said invention and in all patent applications based thereon, including but not limited to the above identified United States Patent Application and in all divisions, continuations, and continuations-in-part of said application, or reissues or extensions of Letters Patent or Patents granted thereon, and in all corresponding applications filed in countries foreign to the United States, and in all patents issuing thereon in the United States and foreign countries; the right, power and authority to file and prosecute U.S. and foreign patent applications on said invention, and to do so in its own name wherever such right may be legally exercised, and including the right to claim the priority and benefits of the International Convention for such applications; and the right to bring actions for infringement of any right in said invention in its own name, including past infringement, in any jurisdiction.

I hereby authorize and request the United States Commissioner of Patents and Trademarks, and such Patent Office officials in foreign countries as are duly authorized by their patent laws to issue patents, to issue any and all Letters Patent on said invention to the said Assignee as the owner of my entire interest, for the sole use and behoof of the said Assignee, its successors, assigns and legal representatives, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

I hereby agree, without further consideration and without expense to us, to sign all lawful papers and to perform all other lawful acts which the Assignee may request of me to make this Assignment fully effective, including, by way of example but not of limitation, the following: prompt execution of all original, divisional, substitution, reissue, and other United States and foreign patent applications on said invention, and all lawful documents as requested by the Assignee to further the prosecution of any of such patent applications; cooperation to the best of my ability including, but not limited to, the execution of all lawful documents, the production of evidence in any actions or proceedings concerning the invention, including, but not limited to, nullification, reissuing, extension, and infringement proceedings involving said invention.

This assignment and agreement shall be binding upon my heirs and legal representatives.

Executed this 23 day of Jan., 2006.

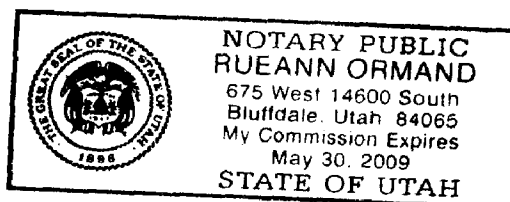
  
Brian K. Beesley

STATE OF UT )  
                          : ss  
County of SN )

Before me personally appeared Brian K. Beesley and acknowledged the foregoing instrument to be his free act and deed this 23<sup>rd</sup> day of Jan., 2006.

  
Notary Public

H:\FILES\25000\25214\25214A\25214.DES.A Assignment



Garron M. Hobson  
THORPE NORTH & WESTERN, LLP  
P.O. BOX 1219  
SANDY, UTAH 84091-1219

### ASSIGNMENT OF PATENT

WHEREAS, I, Eric Hales, resident of Utah, whose postal address is 1045 East 4525 South Ogden, UT 84403, (hereinafter "Assignor") have invented a certain new and useful improvement in the following design applications:

HAND MIXER for which an application for United States Design Patent the specification of which is attached hereto, or which was filed on January 9, 2006, as TNW Docket No. 25214.D.DES, and given U.S. Design Application Serial No. \_\_\_\_\_; and;

TOASTER for which an application for United States Design Patent the specification of which is attached hereto, or which was filed on January 9, 2006, as TNW Docket No. 25214.E.DES, and given U.S. Design Application Serial No. \_\_\_\_\_; and

WHEREAS, Back to Basics, Inc., a corporation organized and existing under the laws of the State of Utah, having a business address of 675 West 14600 South Bluffdale, Utah 84065 (hereinafter "Assignee"), is desirous of acquiring such right, title, and interest in the same;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to me by the Assignee, the receipt and sufficiency whereof is hereby acknowledged, I the said Assignor, hereby grant and assign unto the said Assignee, my entire right, title and interest in said invention and in all patent applications based thereon, including but not limited to the above identified United States Patent Application and in all divisions, continuations, and continuations-in-part of said application, or reissues or extensions of Letters Patent or Patents granted thereon, and in all corresponding applications filed in countries foreign to the United States, and in all patents issuing thereon in the United States and foreign countries;

the right, power and authority to file and prosecute U.S. and foreign patent applications on said invention, and to do so in its own name wherever such right may be legally exercised, and including the right to claim the priority and benefits of the International Convention for such applications; and the right to bring actions for infringement of any right in said invention in its own name, including past infringement, in any jurisdiction.

I hereby authorize and request the United States Commissioner of Patents and Trademarks, and such Patent Office officials in foreign countries as are duly authorized by their patent laws to issue patents, to issue any and all Letters Patent on said invention to the said Assignee as the owner of my entire interest, for the sole use and behoof of the said Assignee, its successors, assigns and legal representatives, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

I hereby agree, without further consideration and without expense to us, to sign all lawful papers and to perform all other lawful acts which the Assignee may request of me to make this Assignment fully effective, including, by way of example but not of limitation, the following: prompt execution of all original, divisional, substitution, reissue, and other United States and foreign patent applications on said invention, and all lawful documents as requested by the Assignee to further the prosecution of any of such patent applications; cooperation to the best of my ability including, but not limited to, the execution of all lawful documents, the production of evidence in any actions or proceedings concerning the invention, including, but not limited to, nullification, reissuing, extension, and infringement proceedings involving said invention.

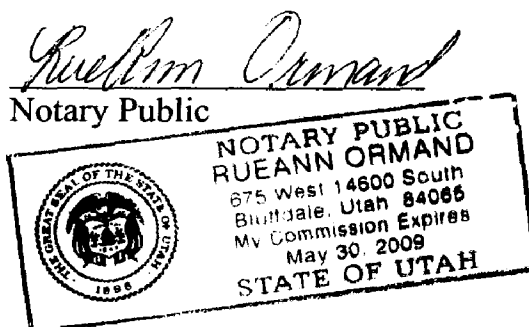
This assignment and agreement shall be binding upon my heirs and legal representatives.

Executed this 23<sup>rd</sup> day of Jan, 2006

  
Eric Hales

STATE OF UT )  
: ss  
County of SL )

Before me personally appeared Eric Hales and acknowledged the foregoing instrument to be his free act and deed this 23<sup>rd</sup> day of Jan, 2006.



H:\FILES\25000\25214\25214A\25214.DES.A Assignment Hales