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JUL 19 2006



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**RECORDATION FORM COVER SHEET
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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(ies)

John Frederick Leutton

2. Name and address of receiving party(ies)Name: Sales Activation Solutions Group Limited

Internal Address: _____

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No**3. Nature of conveyance/Execution Date(s):**Execution Date(s) July 4, 2006☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Joint Research Agreement☐ Government Interest Assignment☐ Executive Order 9424, Confirmatory License☐ Other _____Street Address: 2nd Floor, Woolverstone House,51-62 Bemers StreetCity: London

State: _____

Country: UKZip: W1T 3NJAdditional name(s) & address(es) attached? ☐ Yes ☒ No**4. Application or patent number(s):**☐ This document is being filed together with a new application.

A. Patent Application No.(s)

29/236,879

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No**5. Name and address to whom correspondence concerning document should be mailed:**Name: Gardner Groff Santos & Greenwald, P.C.Internal Address: John W. GreenwaldStreet Address: 2018 Powers Ferry RdParkwood Point, Suite 800City: AtlantaState: GeorgiaZip: 30339Phone Number: (770) 984-2300Fax Number: (770) 984-0098Email Address: jgreenwald@gardnergroff.com**6. Total number of applications and patents involved: 1****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 1005Expiration Date 11/08b. Deposit Account Number 50-1513Authorized User Name Gardner Groff, P.C.**9. Signature:**

Signature

July 19, 2006

Date

John W. Greenwald
Name of Person Signing

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

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

Attorney Docket No.: 5R03.1-020
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ASSIGNMENT

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WHEREAS, I, John Frederick LEUTTON residing at Withingtonhill Barn, 193 Windlehurst Road, High Lane, Stockport, Cheshire, SK6 8AG, UK, hereinafter "Assignor", has invented new and useful improvements in a "HANDLE FOR SHOPPING TROLLEYS" for which U.S. Design Patent Application No. 29/236,879, was filed on August 23, 2005, and;

WHEREAS, SALES ACTIVATION SOLUTIONS GROUP LIMITED, whose address is 2nd Floor, Woolverstone House, 61-62 Berners Street, London, W1T 3NJ, UK, hereinafter "Assignee", is desirous of acquiring the entire interest in the same;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), the receipt and sufficiency of which is hereby acknowledged, and for other good and valuable consideration, Assignor hereby does sell, assign and transfer unto Assignee the entire right, title and interest in and to said inventions and applications in the United States and throughout the world, including without limitation, any letters patent which may issue thereon or therefor, and any subsequent patent(s) or application(s) claiming priority to the above-identified applications, including any non-provisional U.S. patent application(s) claiming priority under 35 U.S.C. § 119(e), any foreign or international counterpart application(s) for patent or utility model, any reissue, reexamination, division, continuation-in-part, extension or continuation application(s), all rights of priority under any international treaty or convention arising from said applications, and the right to sue and collect damages for any past, present, or future infringement; the

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same for Assignee's legal representatives and assigns, as fully and entirely as the same would have been held by Assignors had this assignment and sale not been made;

AND, I hereby bind myself, my heirs, legal representatives, administrators and assigns properly to execute without further consideration any and all applications, petitions, oaths, declaration and assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment, transfer and conveyance hereby made or intended to be made and generally do everything possible to aid Assignee, its legal representatives and assigns to obtain and enforce proper protection for said invention in all countries throughout the world.

I also authorize counsel for Assignee to enter above the filing date and serial number of the application when they become available.

IN WITNESS WHEREOF, I have executed this assignment this 6th day of

July, 2006

Signed: 

Print Name: John Frederick Leutton

WITNESSED: 

PRINT NAME: Steven Biddlecombe

DATE: 4th July 2006

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