

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Precidio Inc.	09/28/2006
RECEIVING PARTY DATA	
Name:	Sun Coast Merchandise Corporation
Street Address:	6315 Bandini Blvd.
City:	Commerce
State/Country:	CALIFORNIA
Postal Code:	90040
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29246715
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 2:	THE SONI LAW FIRM
Address Line 4:	Pasadena, CALIFORNIA 91101
ATTORNEY DOCKET NUMBER:	SUNCO-210D
NAME OF SUBMITTER:	Stephen T. Bang
Total Attachments: 1 source=SUNCO210DrevAssignment#page1.tif	

OP \$40.00 29246715

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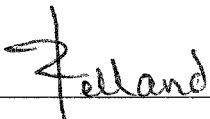
PATENT
REEL: 018368 FRAME: 0018

A S S I G N M E N T

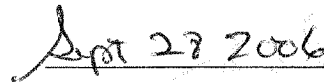
WHEREAS Precidio Inc. hereafter referred to as ASSIGNOR is the inventor and owner of U.S. Design Patent Application, entitled ARMADILLO MUG ("Patent Application") having Docket Number SUNCO-210D and of the invention or inventions described and claimed therein or which may be claimed for such invention or inventions; and

WHEREAS, Sun Coast Merchandise Corporation having a place of business at 6315 Bandini Blvd., Commerce, California 90040, said corporation hereafter referred to as ASSIGNEE, desires to acquire the full and exclusive right, title, and interest in and to said invention or inventions and said Patent Application and any Patents which issue therefrom.

Now, THEREFORE, for valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer, and set over unto the said ASSIGNEE, its successors and assigns, the full and exclusive right, title, and interest in and to said invention or inventions and said Patent Application and any utility or design patents which issue therefrom including any continuations, continuations-in-part, divisions, reexamination certificates, renewals, substitutes or reissues thereof and any foreign patent rights corresponding to or derived from any of them for the full term for which the same may be granted; and ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue any Letters Patent which issue therefrom to said ASSIGNEE its successors and assigns, in accordance with this assignment.



William Yelland
on behalf of Precidio Inc.



Date