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SUBMISSION TYPE:			NEW ASSIGNMENT		
NATURE OF CONVEYANCE:			ASSIGNMENT		
CONVEYING PARTY DATA					
Name Execution Date					
Mr. Michael C. Petell 11/10/2006					
RECEIVING PARTY DATA					
Name:	Light Up Ball	ight Up Balloon Stick Co., Inc.			
Street Address:	6150 E. Bayshore Walk				
Internal Address:	Suite 305				
City:	Long Beach				
State/Country:	CALIFORNIA				
Postal Code:	90803				
PROPERTY NUMBERS Total: 1					
Property Type			Number		
Application Number: 113		11316	Number 6582		
CORRESPONDENCE DATA					
Fax Number: (310)394-4477					
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.					
Phone: (310) 451-0647					
Correspondent Name: Daniel M. Cislo, Esq. Address Line 1: 233 Wilshire Boulevard					
Address Line 2:					
Address Line 4: Santa Monica, CALIFORNIA 90401-1211					
ATTORNEY DOCKET NUMBER:			06-17242		
NAME OF SUBMITTER:			Daniel M. Cislo		
Total Attachments: 2 source=Executed patent assignment#page1.tif source=Executed patent assignment#page2.tif					
				PATENT	



PATENT ASSIGNMENT

This assignment made on \underline{NOV} , $\underline{/O_1 2006}$ 2006 by Michael Carl Petell of Long Beach, California (Assignor) to Light Up Balloon Stick Co., Inc. having a place of business at 6150 E. Bayshore Walk, Suite 305, Long Beach, California 90803 (Assignee);

WHEREAS, Assignor has invented a new, original and useful invention entitled Internal Balloon Illumination Apparatus and Method (Invention), United States Patent Application Serial Number 11/316,582, further identified by Cislo & Thomas' Docket No. 06-17242 (Patent Application);

WHEREAS, Assignor believes himself to be the original, first, and sole inventor of the Invention(s) disclosed and claimed in said Patent Application; and

WHEREAS, Assignee desires to acquire by formal, recordable assignment the entire right, title, and interest in and to said Invention(s), and said Patent Application in the United States and throughout the world.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, his entire right, title, and interest in and to said Invention(s), and said Patent Application for said Invention(s) in the United States and throughout the world, including the right to file foreign applications directly in the name of Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties, or otherwise.

Further, Assignor agrees that, upon request and without further compensation,

but at no expense to Assignors, he and his legal representatives and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing, or enforcing said Patent Application in the United States and throughout the world for said Invention(s), and for perfecting, recording, or maintaining the title of Assignee, its successors and assigns, to said Invention(s), and said Patent Application filed, and any patents granted for said Invention(s) in the United States and throughout the world.

Assignor represents and warrants that he has not granted and will not grant to others any rights inconsistent with the rights granted herein.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and of all foreign countries to issue any Patent granted for said Invention(s), whether on said Patent Application, or on any subsequently filed provisional, non-provisional, divisional, continuation, continuation-in-part, reissue, or other application, to Assignee, its successors and assigns, as the assignee of their entire interest in said Invention(s).

IN WITNESS WHEREOF, Assignor has executed this Assignment on the date first above written and as set forth below.

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"Assignor"

Date: NOVEMBER 10,2006

Hucharl Carl Petell

Michael Carl Pe

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PATENT <u>REEL: 018604 FRAME: 0242</u>

RECORDED: 12/08/2006