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	ne Director of the U.S. Patent and Trademark Office: tess(es) below.	46952 Please record the attached document(s) or the new		
1. N	lame of conveying party(ies) and execution date:	2. Name and address of receiving party(ies):		
Sparl	Execution Da k Marketing Services September 29, 20	Street Address: 2550 West Golf Road, Suite 800		
Additi	ional name(s) of conveying party(ies) attached? □ Yes 🗵 l	No Additional name(s) address(es) attached? □ Yes ☒ No.		
3. N	lature of conveyance: Assignment Security Agreement Joint Research Agreement Government Interest Assignment	<ul> <li>Executive Order 9424, Confirmatory License</li> <li>Merger</li> <li>Change of Name</li> <li>Other:</li> </ul>		
4. <b>A</b> .	Application or patent number(s):   Patent Application Number(s):  29/213,478	B. Patent Number(s):		
		ANC G CE : S attached: □ Yes ⊠ No		
5.	Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and patents involved: 1		
	Wood, Phillips, Katz, Clark & Mortimer Citigroup Center, Suite 3800 500 West Madison Street Chicago, Illinois 60661 Phone: (312) 876-1800	7. Total Fee (37 CFR 1.21(h) & 3.41) \$\frac{1}{20}\$ \$\frac{1}{2}\$ \$\fra		
8/2006 <b>C:</b> 8021	DBYRNE 00000152 29213478 ( 40.00 0P)	8. Payment Information Deposit Account Number: 23-0785		
9.	SIGNATURE	G. Sandlisen December 5, 2006		
	Karen A. Sanderson Name of Person Signing	Signature December 5, 2006  Date		
	Total number of pages including cover sheet, attachment, and documents:3_			

Documents to be recorded (including cover sheet) should be faxed to (671)273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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PATENT REEL: 018649 FRAME: 0360

## ASSIGNMENT

## SPARK MARKETING SERVICES

To

## Thermos L.L.C.

WHEREAS, Spark Marketing Services, a corporation of Illinois, located in

Chicago, Illinois, herein called "SPARK", is the owner of all the right, title and interest of Daniel Schuler and Peter Schmidt, inventors of an invention for a LID FOR A MUG OR TUMBLER Design, for which said inventors made application for Letters Patent of the United States, Serial No. 29/213,478 , filed September 17, 2004 , and WHEREAS, THERMOS L.L.C., a corporation of Illinois, having a place of business in Illinois, herein called "ASSIGNEE", is desirous of acquiring the entire right, title and interest of SPARK in said invention and application therefor, which was conveyed to it by the said inventors, and in any patent or patents to be obtained therefor;

NOW, THEREFORE, to all Whom It May Concern, be it known that, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable considerations, the receipt of which is hereby acknowledged, SPARK has sold, assigned, and transferred, and by these presents does sell, assign and transfer until ASSIGNEE its entire right, title and interest to the said application, and in and to any Letters Patent of the United States obtained thereon; and in and to any extensions, divisions, or reissues thereof; and it does hereby authorize and request the Commissioner of Patents, or other proper officer, to issue such Letters Patent or any of them to ASSIGNEE, as the assignee of its entire right, title and interest in and to the same for the sole use and behoof of ASSIGNEE, and its successors or assigns.

SPARK hereby transfers to ASSIGNEE all such rights as it may possess as a result of an agreement by the said inventors for the said Letters Patent, to execute such other and further assurances of title as

PATENT REEL: 018649 FRAME: 0361 may be necessary or proper to fully convey the interest conveyed by original assignment to SPARK, to execute such application papers as may be desired by ASSIGNEE for the filing of any division or divisions of the said application and to execute such Supplemental Oaths and Preliminary Statements or other papers as may be desired by ASSIGNEE.

And SPARK further assigns to ASSIGNEE its whole right, title and interest in and to the invention disclosed in the said application throughout all countries foreign to the United States, and further assigns to ASSIGNEE such authority as it possesses to apply for patents therefor in its own name where such procedure is proper together with the rights to claim the benefits of the International Convention and any rights which it may have to obtain execution of applications for the said invention in the several countries where it is necessary that the same be executed by the inventors, and to obtain execution of assignments of such applications and the patents to be obtained therefor for the invention of the said applications, as well as all other necessary papers.

IN TESTIMONY WHEREOF, the said Spark Marketing Services has caused its corporate name to be subscribed by its Vice President \_day of 🗻

SPARK MARKETING SERVICES

Name:

Title:

STATE OF ILLINOIS

SS

COUNTY OF COOK

day of September Before me this 2003, personally appeared  $\Gamma$ of Spark Marketing Services, the corporation which executed the foregoing assignment; who acknowledged that he did sign and seal said instrument as V ce

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on behalf of said corporation.

\*\*\*\*\*\* "OFFICIAL SEAL" CARMEN JULIA HERNANDEZ Notary Public, State of Illinois My Commission Expires July 7, 2007 \*\*\*

Notary Public

"OFFICIAL SEAL"

ARMEN IULIA HERNANDE Morars Public State of Illinois

My Continue for Expires July 

> **PATENT** REEL: 018649 FRAME: 0362

**RECORDED: 12/08/2006**