

12-11-2006

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To the Director of the U.S. Patent and Trademark Office: Please record the attached document(s) or the new address(es) below.

1. Name of conveying party(ies) and execution date:

2. Name and address of receiving party(ies):

Spark Marketing Services  
Execution Date: September 29, 2006

Name: Thermos L.L.C.  
Street Address: 2550 West Golf Road, Suite 800  
City: Rolling Meadows  
State: Illinois  
Zip: 60008

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

Additional name(s) address(es) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Merger
- Change of Name
- Other:

4. Application or patent number(s):  This document is being filed together with a new application.

A. Patent Application Number(s):

B. Patent Number(s):

29/213,478

Additional numbers attached:  Yes  No

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

Wood, Phillips, Katz, Clark & Mortimer  
Citigroup Center, Suite 3800  
500 West Madison Street  
Chicago, Illinois 60661  
Phone: (312) 876-1800

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 to Deposit Account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information  
Deposit Account Number: 23-0785

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9. SIGNATURE

Karen A. Sanderson  
Name of Person Signing

*Karen A. Sanderson*  
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

