

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Lawrence D. WEISS	01/16/2007
RECEIVING PARTY DATA	
Name:	LD Weiss, Inc.
Street Address:	320 East 42nd Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10017
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	10823584
CORRESPONDENCE DATA	
Fax Number:	(202)672-5399
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	202-672-5300
Email:	swalker@foley.com
Correspondent Name:	George C. Beck
Address Line 1:	Foley & Lardner LLP
Address Line 2:	3000 K Street, NW, Suite 500
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20007
ATTORNEY DOCKET NUMBER:	036167-0104
NAME OF SUBMITTER:	George C. Beck
Total Attachments: 1 source=Assignment#page1.tif	

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ASSIGNMENT

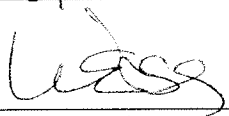
Whereas, I, Lawrence D. Weiss, a citizen of the United States of America, residing at 320 East 42nd Street, New York, NY 10017, am the inventor of the "Product Development and Assessment System," as described in the U.S. Patent Application No. 10/823,584

Whereas LD Weiss, Inc., a Corporation of the State of New York; having its principal place of business at 320 East 42nd Street, New York, NY 10017, is desirous of acquiring the entire right, title and interest in and to said invention and pending application, U.S. Patent Application Serial No. 10/823,584, including all divisions, continuations, reissues, and extensions thereof and all rights of priority resulting from the filing of said U.S. application (the "Application");

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, I hereby sell, assign, and transfer to LD Weiss, Inc., its successors and assigns, the entire right, title, and interest in the aforesaid Application and the invention described and claimed in it, to be held and enjoyed by LD Weiss, Inc. to the end of the term for which all Letters Patent of the United States may be granted or reissued from aforesaid application, as fully and entirely as the same would have been held and enjoyed by me if this assignment and sale had not been made.

Executed this 16th day of January, 2007, at

320 E. 42nd ST. New York City



Lawrence D. Weiss