

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
BACK TO BASICS PRODUCTS, INC.	01/16/2007

RECEIVING PARTY DATA

Name:	BACK TO BASICS PRODUCTS, LLC
Street Address:	120 Lakeview Parkway
City:	Vernon Hills
State/Country:	ILLINOIS
Postal Code:	60061

PROPERTY NUMBERS Total: 44

Property Type	Number
Patent Number:	D474067
Patent Number:	D474643
Application Number:	11069737
Application Number:	60511877
Application Number:	10959491
Patent Number:	D520808
Patent Number:	6527433
Application Number:	11506772
Patent Number:	6966689
Patent Number:	D534394
Application Number:	29260839
Application Number:	29251617
Application Number:	29260833
Application Number:	11488442
Application Number:	11519983

PATENT

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REEL: 019028 FRAME: 0710

CH \$1760.00 D474067

Patent Number:	D525472
Application Number:	11155007
Application Number:	60654699
Application Number:	60723732
Application Number:	60706932
Application Number:	60781495
Application Number:	29264009
Application Number:	29251616
Application Number:	29260846
Application Number:	29263936
Application Number:	29260892
Application Number:	29251615
Application Number:	60757738
Application Number:	60690978
Application Number:	11454111
Application Number:	11488443
Application Number:	11154282
Application Number:	11045014
Application Number:	60771404
Application Number:	10805175
Patent Number:	D529758
Application Number:	60717954
Application Number:	29245446
Application Number:	60248254
Application Number:	60709953
Patent Number:	D473421
Patent Number:	D474065
Application Number:	29251614
Application Number:	29260915

#### CORRESPONDENCE DATA

Fax Number: (312)222-0818

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ATTORNEY DOCKET NUMBER:	035247-9077
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NAME OF SUBMITTER:	Martin L. Stern
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**Total Attachments: 9**

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## **ASSIGNMENT OF PATENTS AND PATENT APPLICATIONS**

WHEREAS, Back to Basics Products, Inc. ("Assignor"), a corporation of the State of Utah, of 375 West 14600 South, Bluffdale, Utah 84065, owns the entire right, title and interest in and to the patents and patent applications listed on Schedule A attached hereto; and

WHEREAS, Back to Basics Products, LLC ("Assignee"), a limited liability company of the State of Illinois, with an address of 120 Lakeview Parkway, Vernon Hills, Illinois 60061, is desirous of acquiring all of Assignor's right, title and interest to the patents and patent applications listed on Schedule A and to the inventions described and claimed in the aforesaid patents and patent applications;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby sell, assign and transfer to Assignee the full and exclusive right, title and interest in and to said patents and patent applications listed on Schedule A attached hereto including, without limitation, the worldwide rights to the inventions described and claimed therein and any continuation, continuation-in-part, division, renewal, extension, substitute, reexamination or reissue thereof throughout the world, together with all rights under the International Convention for the Protection of Industrial Property and any other similar treaties or agreements, for the full term or terms for which the same may be granted; together with all income, royalties, damages or payments resulting from or attributable to activity or conduct after the effective date of this Assignment, and the right to sue and collect for all future, present and past infringements thereof, including infringements which may have occurred prior to the execution of this Assignment.

Assignor hereby agrees (a) to execute (i) all necessary papers throughout the world to be used in connection with the patents set forth on attached Schedule A, including the worldwide rights to the inventions described and claimed therein, and any reissues, reexaminations, divisions, continuations, renewals, extensions and continuations-in-part therefor, as Assignee may deem necessary or expedients, (ii) all papers in connection with any interference, legal or other proceedings throughout the world to maintain, protect or enforce, or otherwise relating to, the aforesaid patents, including the worldwide rights to the inventions described therein, or any reissues, reexaminations, divisions, continuations, renewals, extensions and continuations-in-part therefor, and (iii) all papers and documents which may be necessary throughout the world in connection with the preparation and filing of any foreign applications or with making claims to priority rights granted under the provisions of the International Convention for Protection of Industrial Property or similar agreements; (b) to cooperate with Assignee at Assignee's expense in every way reasonably possible in obtaining evidence and going forward in any such proceedings throughout the world; and (c) at Assignee's expense to perform all other affirmative acts which in Assignee's reasonable discretion may be necessary or desirable throughout the world to maintain, protect or enforce the aforesaid patents, including the worldwide rights to the inventions described and claimed therein, and any reissues, reexaminations, divisions, continuations, renewals, extensions and continuations-in-part therefor. These obligations of assistance by Assignor shall survive closing related to the parties' Asset Purchase Agreement

and shall continue for so long as Assignee may require such assistance from Assignor.

This Assignment includes the right, where such right can be legally exercised by Assignee, in its own name, to apply for and obtain patents in countries foreign to the United States of America, including the full right to claim for such applications the benefits of the International Convention for Protection of Industrial Property or similar agreements, as fully and entirely as Assignor could have done if the applications had been filed in its name, and the entire interest in any patents which may be granted on any such applications in such foreign countries.

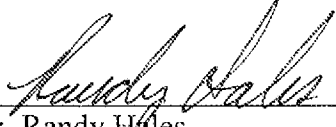
Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and the appropriate officials in any other country, to issue any and all Letters Patent that may be granted upon any patents or any reissues, reexaminations, divisions, continuations, renewals, extensions and continuations-in-part therefor covered by this Assignment to Assignee, its successor and assigns.

Assignor hereby grants to the law firm of Michael Best & Friedrich LLP of Chicago, Illinois, authority and power to insert on this instrument any further information that may be necessary or desirable for identifying any of the patents listed on attached Schedule A for purposes of recordation in the United States Patent and Trademark Office or a governmental agency of any foreign country.

[Remainder of page intentionally left blank.]

This Assignment is executed this 16<sup>th</sup> day of January, 2007.

Back to Basics Products, Inc. (Assignor)

By:   
Name: Randy Hales  
Its: President

ASSIGNMENT OF PATENTS AND PATENT APPLICATIONS SIGNATURE PAGE

**PATENT**  
**REEL: 019028 FRAME: 0715**

NOTARIAL CERTIFICATION

STATE OF: *Utah*

COUNTY OF: *Salt Lake*

BEFORE ME, a Notary Public in and for said County and State, on this day personally appeared Randy Hales, who being duly sworn by me did declare and state that he is the President of Back to Basics Products, Inc., a corporation organized under the laws of the State of Utah having its principal place of business at 375 West 14600 South, Bluffdale, Utah 84065 ("Assignor"), known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that the same was the act of Assignor, and that he executed the same for and as the act of Assignor for the purposes and consideration therein expressed and the capacity therein stated, in the presence of

*Mark Carman*

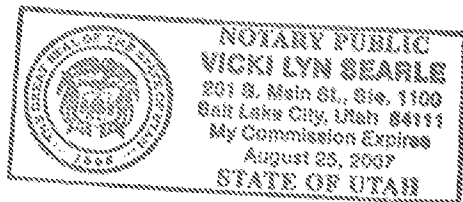
Name: *MARK CARMAN*  
Address: *201 S. MAIN #1100*  
*SLC UT 84111*

*Mark Astling*

Name: *Mark Astling*  
Address: *201 S. Main #1100*  
*SLC, UT 84111*

together as witnesses to the signing of this instrument thereof.

Subscribed and sworn before me on this 16<sup>th</sup> day of January, 2007.



*Vicki Lyn Searle*  
Signature of Notary Public

[STAMP]

ASSIGNMENT OF PATENTS AND PATENT APPLICATIONS

**SCHEDULE A****PATENTS AND PATENT APPLICATIONS****U.S. APPLICATIONS AND PATENTS**

<b>TITLE</b>	<b>APP. NO / PAT. NO</b>	<b>FILING/ISSUE DATE</b>
BASE AND SPOUT FOR SMOOTHIE MAKER	D474,067	05/06/03
BASE FOR SMOOTHIE MAKER	D474,643	05/20/03
BEVERAGE MIXER	11/069,737	02/28/05
BEVERAGE MIXER AND HEATER	60/511,877	10/16/03
BEVERAGE MIXER AND HEATER	10/959,491	10/05/04
BEVERAGE MIXER AND HEATER	D520,808	05/16/06
BEVERAGE MIXER WITH PIVOTING STIR STICK AND CUP INDENTATION	6,527,433	03/04/03
BEVERAGE MIXER WITH SPIGOT AND ACTUATOR	11/506,772	08/11/06
BEVERAGE MIXER WITH STIR STICK	6,966,689	11/22/05
BLENDER	D534,394	01/02/07
BLENDER	29/260,839	06/01/06
COFFEE MAKER	29/251,617	01/09/06
COFFEE MAKER	29/260,833	06/01/06
COFFEE MAKER WITH DUAL USE POUR AND DISPENSING CARAFE	11/488,442	07/13/06
COMBINATION BREAD TOASTER AND STEAMER DEVICE WITH SHARED WATTAGE AND METHOD	11/519,983	09/11/06
COMBINATION BREAD TOASTER AND STEAMER DEVICE	D525,472	07/25/06
COMBINATION BREAD TOASTER AND STEAMER DEVICE	11/155,007	06/15/05
COMBINED TOASTER AND EGG COOKER AND RELATED METHODS	60/654,699	02/17/05
DUAL OUTPUT ICE SHAVER	60/723,732	10/04/05
DUAL USE POUR AND DISPENSING CARAFE AND COFFEE MAKER UTILIZING SAME	60/706,932	08/09/05
DUAL USE POUR AND DISPENSING CARAFE AND COFFEE MAKER UTILIZING SAME	60/781,495	03/11/06
FOOD CHOPPER	29/264,009	07/31/06
FOOD PROCESSOR	29/251,616	01/09/06
FOOD PROCESSOR	29/260,846	06/01/06
FOOD PROCESSOR	29/263,936	07/31/06
FOUR SLICE TOASTER/STEAMER	29/260,892	06/01/06

SaltLake-298367 2 0036436-00001



TITLE	APP. NO / PAT. NO	FILING/ISSUE DATE
HAND MIXER	29/251,615	01/09/06
HAND-HELD MIXER WITH SWIVEL DEVICE AND METHOD	60/757,738	01/09/06
HAND-HELD MIXER WITH SWIVEL DEVICE AND METHOD		01/08/07
METHOD AND APPARATUS FOR PAN WITH CENTRAL STIRRING DEVICE	60/690,978	06/15/05
METHOD AND APPARATUS FOR PAN WITH CENTRAL STIRRING DEVICE	11/454,111	06/14/06
METHOD FOR MAKING AND SELECTIVELY DISPENSING A BEVERAGE	11/488,443	07/13/06
METHOD FOR SIMULTANEOUSLY TOASTING BREAD AND STEAMING	11/154,282	06/15/05
MIXER WITH OPTIONAL FAUCET	11/045,014	01/26/05
MUG WITH HEATING ELEMENT AND STIRRER	60/771,404	02/07/06
OFF-AXIS GOBLET FOR FOOD MIXER	10/805,175	03/19/04
PERSONAL SIZED BLENDER	D529,758	10/10/06
PHYSICALLY SEPARATE APPLIANCES WITH COOPERATING OPERATION	60/717,954	09/16/05
SLUSHIE MAKER	29/245,446	12/21/05
SMOOTHIE MAKER	60/248,254	11/13/00
SMOOTHIE MAKER	60/709,953	08/18/05
SMOOTHIE MAKER	D473,421	04/22/03
SMOOTHIE MAKER	D474,065	05/06/03
TOASTER	29/251,614	01/09/06
TOASTER	29/260,915	06/01/06

## FOREIGN APPLICATIONS AND PATENTS

TITLE	COUNTRY	APP. NO / PAT. NO	FILING / ISSUE DATE
BEVERAGE MIXER	AU	2002230719	07/28/05
BEVERAGE MIXER-INNOVATION	AU	2003100173	6/30/03
BEVERAGE MIXER	AU	2005200919	03/01/05
BEVERAGE MIXER	BG	107796	05/10/03
BEVERAGE MIXER	CA	2465482	11/13/01
BEVERAGE MIXER	CN	ZL01819435.4	11/23/05
BEVERAGE MIXER	CN	200510075395.2	11/13/01
BEVERAGE MIXER	CN	200510075396.7	11/13/01
BEVERAGE MIXER	CZ	PV2003-1305	05/12/03
BEVERAGE MIXER	EP	1390133	04/06/05
BEVERAGE MIXER	EP	1475024	08/17/05
BEVERAGE MIXER	DE	20122168.3	08/05/04
BEVERAGE MIXER	HK	HK1067084	02/03/06
BEVERAGE MIXER	HK	06105576.5	05/15/06
BEVERAGE MIXER	HK	06105577.4	05/15/06
BEVERAGE MIXER	HU	P0301832	12/6/03
BEVERAGE MIXER	IL	155870	05/20/04
BEVERAGE MIXER	IL	159597	03/19/06
BEVERAGE MIXER	JP	3820220	06/23/06
BEVERAGE MIXER	KR	10-2003-7006444	11/13/03
BEVERAGE MIXER	NZ	524514	04/06/06
BEVERAGE MIXER	NZ	542054	11/13/01
BEVERAGE MIXER	NO	2003-2115	05/12/03
BEVERAGE MIXER	WO	PCT/US01/47650	11/13/01
BEVERAGE MIXER	PL	P-365749	05/13/03
BEVERAGE MIXER	RU	2241365	12/10/04
BEVERAGE MIXER	SG	97296	07/29/05
BEVERAGE MIXER	SK	PP0577-2003	05/13/03
BEVERAGE MIXER	ZA	2003/3676	03/31/04
BEVERAGE MIXER	UAE	146/2003	05/14/03
BEVERAGE MIXER AND HEATER	AU	2004281150	10/14/04
BEVERAGE MIXER AND HEATER	CA	2541685	10/14/04
BEVERAGE MIXER AND HEATER	CN	200480030615.3	10/14/04

TITLE	COUNTRY	APP. NO / PAT. NO	FILING / ISSUE DATE
BEVERAGE MIXER AND HEATER	EP	000224803-001	11/16/04
BEVERAGE MIXER AND HEATER	EP	04795356.7	10/14/04
BEVERAGE MIXER AND HEATER	IL	174872	10/14/04
BEVERAGE MIXER AND HEATER	NZ	546648	10/14/04
BEVERAGE MIXER AND HEATER	NO	2006 2172	05/15/06
BEVERAGE MIXER AND HEATER	WO	PCT/US2004/034178	10/14/04
BEVERAGE MIXER AND HEATER	RU	2006116575	10/14/04
BEVERAGE MIXER AND HEATER	ZA	2006/03343	10/14/04
BEVERAGE MIXER AND HEATER	UAE	277/2006	10/14/04
BEVERAGE MIXER WITH SPIGOT AND ACTUATOR	CA	2556296	08/16/06
BLENDER	CN	200630024463.8	4/18/06
BLENDER	CN	200630024477.X	4/21/06
CHOICE 4-SLICE TOASTER	CN	200630136744.2	9/1/06
COFFEE MAKER	CN	200630024464.2	4/18/06
COFFEE MAKER	CN	200630024479.9	4/21/06
COFFEE MAKER WITH DUAL USE POUR & DISPENSING CARAFE AND METHOD	WO	PCT/US2006/030910	08/08/06
COFFEE MAKER	CN	ZL200530134598.5	10/31/05
COMBINATION BREAD TOASTER AND STEAMER DEVICE	CA	111,880	11/16/06
COMBINATION BREAD TOASTER AND STEAMER DEVICE	CN	200510096802.8	9/5/05
COMBINATION BREAD TOASTER AND STEAMER DEVICE	CN	ZL200520117647.9	9/5/05
TOASTER (COMBINED W/ STEAMER DEVICE)	CN	ZL200530117369.2	7/16/05
COMBINATION BREAD TOASTER AND STEAMER DEVICE	EP	000374988-0001	07/15/05
COMBINATION BREAD TOASTER AND STEAMER DEVICE	MX	PA/f/2004/000996	07/15/05
COMBINED BREAD TOASTER AND STEAMER DEVICE	WO	PCT/US2006/006318	02/17/06
FOOD PROCESSOR	CN	200630146962.4	10/9/06
FOOD PROCESSOR	CN	200630024460.4	4/18/06
FOOD PROCESSOR	CN	200630024478.4	4/21/06
HAND MIXER	CN	200630024462.3	4/18/05

TITLE	COUNTRY	APP. NO / PAT. NO	FILING / ISSUE DATE
HAND-HELD MIXER WITH SWIVEL DEVICE AND METHOD	CA		01/08/07
HAND-HELD MIXER WITH SWIVEL DEVICE AND METHOD	CN		01/09/07
MINI CHOPPER	CN	200630146960.5	10/9/06
MIXER WITH OPTIONAL FAUCET	CA	2519661	09/15/05
MIXER WITH OPTIONAL FAUCET	WO	PCT/US2006/001759	01/18/06
OFF-AXIS GOBLET FOR FOOD MIXER	CA	2558016	08/31/06
OFF-AXIS GOBLET FOR FOOD MIXER	WO	PCT/US2005/08642	03/15/05
PERSONAL SIZED BLENDER	CA	113880	12/13/05
PERSONAL SIZED BLENDER	CN	ZL200530122891.X	9/14/05
PERSONAL SIZED BLENDER	MX	PA/f/2005/002083	12/13/05
SLUSHIE MAKER	CN	200530150876.6	11/15/05
BEVERAGE MIXER	CN	ZL200530017800.5	6/17/05
SMOOTHIE MAKER	CN	ZL200530134599.X	10/31/05
TOASTER	CN	200630024461.9	4/18/06
TOASTER	CN	200630024480.1	4/21/06

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