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PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Alan C. Regala	05/01/2007

RECEIVING PARTY DATA

Name:	Everyday Innovations, Inc.	
Street Address:	PO Box 390207	
City:	Mountain View	
State/Country:	CALIFORNIA	
Postal Code:	94039	

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	11744170

CORRESPONDENCE DATA

Fax Number: (415)362-2928

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Address Line 2: 14th Floor

Address Line 4: San Francisco, CALIFORNIA 94108

ATTORNEY DOCKET NUMBER:	ALAN-01002US2
NAME OF SUBMITTER:	Jeffrey R. Kurin

Total Attachments: 2

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PATENT REEL: 019298 FRAME: 0031

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SOLE TO CORPORATE ASSIGNMENT

WHEREAS, the undersigned, <u>Alan C. Regala</u>, a resident of <u>Mountain View, California</u>, (hereinafter termed "Inventor"), has invented certain new and useful improvements in:

WRITING INSTRUMENT HOLDER AND BOOKMARK

and has executed a declaration or oath for an application for a United States patent disclosing and identifying the invention, which application claims priority to U.S. Provisional Application No. 60/802,183, filed May 19, 2006, and to U.S. Provisional Application No. 60/819,544, filed July 6, 2006.

WHEREAS EVERYDAY INNOVATIONS INC., (hereinafter termed "Assignee"), a corporation of the State of California, having a mailing address at P.O. Box 390207, Mountain View, CA 94039, wishes to acquire the entire right, title and interest in and to said application and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered by said Inventor (all collectively hereinafter termed "said invention"), and in and to any and all patents, certificates of invention and other forms of protection thereon (hereinafter termed "patents") applied for or granted in the United States and/or other countries.

NOW THEREFORE, for good and valuable consideration acknowledged by said Inventor to have been received in full from said Assignee:

- Said Inventor does hereby sell, assign, transfer and convey unto said Assignee, the entire right, title and interest (a) in and to said application and said invention; (b) in and to all rights to apply in any and all countries of the world for patents, certificates of inventions or other governmental grants on said invention, including the right to apply for patents pursuant to the International Convention for the Protection of Industrial Property or pursuant to any other convention, treaty, agreement or understanding; (c) in and to any and all applications filed and any and all patents, certificates of inventions or other governmental grants granted on said invention in the United States or any other country, including each and every application filed and each and every patent granted on any application which is a division, substitution, or continuation of any of said applications; (d) in and to each and every reissue or extension of any of said patents; and (e) in and to each and every patent claim resulting from a reexamination certificate for any and all of said patents.
- Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States and other countries. Such cooperation by said Inventor shall include prompt production of pertinent facts and documents, giving of testimony, executing of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for complying with any duty of disclosure; (c) for prosecuting any of said applications; (d) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (e) for filing and prosecuting applications for reissue of any of said patents; (f) for interference or other priority proceedings involving said invention; and (g) for legal proceedings involving said invention and any applications therefor and any patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, reexamination proceedings, compulsory licensing proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventor in providing such cooperation shall be paid for by said Assignee.

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- 3. The terms and covenants of this Assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventor, said Inventor's heirs, legal representatives and assigns.
- 4. Said Inventor hereby warrants and represents that said Inventor has not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

IN WITNESS WHEREOF, the said Inventor has executed this instrument on the date as given below and delivered this instrument to said Assignee:

5/1/07 Date	Alan C. Regala
State of	
County of	
On	_ before me,,
the basis of satisfactory evidence) to instrument and acknowledged to me	(name and title of officer) , personally known to me (or proved to me on be the person/s whose name/s is/are subscribed to the within that he/she/they executed the same in his/her/their authorized gnature/s on the instrument the person/s, or the entity upon behalf he instrument.
Signature	**************************************

RECORDED: 05/15/2007