

5-10-07

U.S. PTO

29/286586

05/10/2007

05-30-2007

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

Form PTO-1595 (Rev. 07/05)  
OMB No. 0651-0027 (exp. 6/30/2008)

REC



103410610

ments or the new address(es) below.

**1. Name of conveying party(ies)**

Sladjana Tukulj-Popovic  
Jelenko Piksa

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

Name: Thane International, Inc.

Internal Address: \_\_\_\_\_

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

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) May 1, 2007

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

Street Address: 78-140 Calle Tampico

City: La Quinta

State: California

Country: U.S.A. Zip: 92253

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

**4. Application or patent number(s):**

This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

29/286586

Additional numbers attached?  Yes  No

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

Name: Kamran Fattahi (Law Offices of Kamran Fattahi)

Internal Address: \_\_\_\_\_

Street Address: 15303 Ventura Blvd., Suite 1400

City: Sherman Oaks

State: CA Zip: 91403

Phone Number: 818-205-0140

Fax Number: 818-205-0145

Email Address: Kamran@FattahiLaw.com

**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 by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

**8. Payment Information**

a. Credit Card Last 4 Numbers 2362

Expiration Date 08/2009

05/10/2007 SDENR03 00000095 29286586

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

40.00

**9. Signature:**

Kamran Fattahi

Signature

May 10, 2007

Date

Kamran Fattahi

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

PATENT  
REEL: 019367 FRAME: 0252

## ASSIGNMENT

This Assignment made on the date signed below by **Sladjana Tukulj-Popovic** and **Jelenko Piksa** having an address of 5409 Eglinton Ave. W., #203; Toronto, ON, M9C 5K6; Canada (citizens of Canada) (hereinafter collectively "**Assignors**")

WHEREAS, Assignors have invented a new and useful "**IMPROVED HEATED STYLING DEVICE**" (a.k.a. "**Steam Styler**") for which a provisional patent application was filed in the United States Patent and Trademark Office on March 6, 2007 under Attorney Docket No. 10417-THANE, and for which an application for United States Design Patent is being filed concurrently herewith under Attorney Docket No. 10418-THANE; and

WHEREAS, Assignors believe themselves to be the original inventors of the invention disclosed and claimed in said applications for patent; and

WHEREAS, **Thane International, Inc.**, a Delaware corporation, having a place of business at 78-140 Calle Tampico, La Quinta, California 92253 ("**U.S. Assignee**") desires to acquire by formal, recordable assignment the entire right, title and interest in and to said invention, said United States application and any patent(s) that may be granted for said invention **in the United States**;

WHEREAS, **Thane Direct Company**, a Nova Scotia Corporation, having a business address at 5409 Eglinton Ave. W., #203, Toronto, ON, M9C 5K6, Canada ("**Foreign Assignee**") desires to acquire by formal, recordable assignment the entire right, title and interest in and to said invention, and any patent(s) that may be granted for said invention **throughout the world except for the United States**;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

(a) Assignors hereby sell, assign and transfer to **U.S. Assignee**, the entire **United States** right, title and interest in and to said invention, said applications and any patent(s) that may be granted for said invention **in the United States**; and

(b) Assignors hereby sell, assign and transfer to **Foreign Assignee**, the entire **foreign** right, title and interest in and to said invention, said applications and any patent(s) that may

Dockets 10417-THANE & 10418-THANE  
ASSIGNMENT

be granted for said invention throughout the world except for the United States, including the right to file foreign applications directly in the name of the Foreign Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties or otherwise.

Further, Assignors agree that, upon request and without further compensation, but at no expense to Assignors, each Assignor and his/her legal representatives and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing or enforcing patents in the United States and throughout the world for said invention, and for perfecting, recording or maintaining the title of U.S. Assignee and/or Foreign Assignee, their successors and assigns, to said invention, said applications and any patent(s) granted for said invention in the United States and throughout the world.

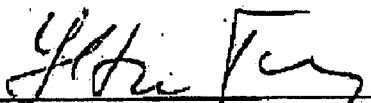
Assignors represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted herein.

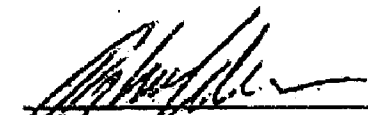
Assignors authorize and request the Commissioner for Patents of the United States and of all foreign countries to issue any patent(s) granted for said invention, whether on said applications or on any subsequently filed division, continuation, continuation-in-part or reissue application, to U.S. Assignee and Foreign Assignee, their successors and assigns, as the assignees of their respective interests in said invention as set forth above.

IN WITNESS WHEREOF, Assignors have executed this Assignment on the date written below.

Dated: May 1, 2007

ASSIGNORS:

  
Stadjana Tukulj-Popovic

  
Jelenko Piksa