

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Mr. Logan Flash Mandel	07/24/2007
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	GMPC, LLC
<b>Street Address:</b>	1202 West Olympic Blvd.
<b>City:</b>	Santa Monica
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90404
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29282787
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(626)577-8800
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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<b>Email:</b>	pto@cph.com
<b>Correspondent Name:</b>	Daniel R. Kimbell
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<b>Address Line 2:</b>	Suite 500
<b>Address Line 4:</b>	Pasadena, CALIFORNIA 91105
<b>ATTORNEY DOCKET NUMBER:</b>	60264/G323
<b>NAME OF SUBMITTER:</b>	Daniel R. Kimbell
<b>Total Attachments: 2</b> source=60264-assignment#page1.tif source=60264-assignment#page2.tif	

CH \$40.00 29282787

ASSIGNMENT OF DESIGN

**WHEREAS, I, LOGAN FLASH MANDEL**, residing at 973 Bluegrass Lane, Los Angeles, California 90049, have invented an ornamental design disclosed in an application for United States Letters Patent entitled ROCKING PAPER CLIP DISPENSER, and executed by me on even date herewith;

**AND WHEREAS GMPC, LLC**, a Delaware limited liability company, having a place of business at 1202 West Olympic Blvd., Santa Monica, California 90404 (hereafter, together with any successors, legal representatives or assigns thereof, called "ASSIGNEE") wants to acquire the entire right, title and interest in and to said design and application.

**NOW, THEREFORE**, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over to ASSIGNEE the entire right, title and interest in and to said design, and said application and all divisions and continuations thereof, and all United States Letters Patents which may be granted thereon and all reissues, reexaminations and extensions thereof, including the right to sue or otherwise bring action and to collect and receive damages therefrom, for past infringement thereof, and all priority rights under all available International Agreements, Treaties and Conventions for the protection of intellectual property in its various forms in every participating country, and all applications for patents (including related rights such as utility-model registrations, inventor's certificates, and the like) heretofore or hereafter filed for said design in any foreign countries, and all patents (including all continuations, divisions, extensions, renewals, substitutes, and reissues thereof) granted for said design in any foreign countries; and I hereby authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said design to ASSIGNEE in accordance with the terms of this Assignment;

**AND I HEREBY** covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith;

**AND I HEREBY** further covenant and agree that I will communicate to ASSIGNEE any facts known to me respecting said design, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute and reissue applications, make all rightful oaths and generally do everything possible to aid ASSIGNEE to obtain and enforce proper patent protection for said design in all countries.

**IN TESTIMONY WHEREOF**, I hereunto set my hand this 24 day of July, 2007.

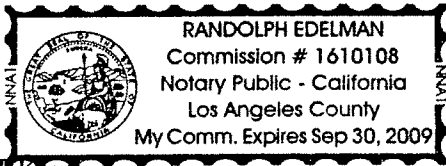
ASSIGNMENT OF DESIGN  
Docket No. 60264/G323

Sole

By *J. Mandel*  
LOGAN FLASH MANDEL

STATE OF )  
COUNTY OF )

On July 29 2007, before me RANDOLPH EDELMAN,  
Notary Public, personally appeared LOGAN FLASH MANDEL ~~personally known to me~~ (or  
proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to  
the within instrument and acknowledged to me that he executed the same in his authorized  
capacity, and that by his signature on the instrument the person, or the entity upon behalf of  
which the person acted, executed the instrument.



DRK/eaj

WITNESS my hand and official seal.

*Randolph Edelman*  
Signature of Notary

EAJ PAS747248.1-\* -07/24/07 10:20 AM