

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Jesus Mancha Jr.</td> <td>08/31/2007</td> </tr> <tr> <td>James Hector Gonzales</td> <td>08/31/2007</td> </tr> <tr> <td>Kristen H. Lage</td> <td>09/01/2007</td> </tr> </tbody> </table>		Name	Execution Date	Jesus Mancha Jr.	08/31/2007	James Hector Gonzales	08/31/2007	Kristen H. Lage	09/01/2007
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Jesus Mancha Jr.	08/31/2007								
James Hector Gonzales	08/31/2007								
Kristen H. Lage	09/01/2007								
RECEIVING PARTY DATA									
Name:	Norwood Operating Company, LLC d/b/a Norwood Promotional Products								
Street Address:	10 West Market Street, Suite 1400								
City:	Indianapolis								
State/Country:	INDIANA								
Postal Code:	46204								
PROPERTY NUMBERS Total: 1									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29295850</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29295850				
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Application Number:	29295850								
CORRESPONDENCE DATA									
Fax Number:	(317)713-3451								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	317-713-3451								
Email:	arollins@sommerbarnard.com								
Correspondent Name:	Amy A. Rollins, Paralegal								
Address Line 1:	Sommer Barnard PC								
Address Line 2:	One Indiana Square, Suite 3500								
Address Line 4:	Indianapolis, INDIANA 46204								
ATTORNEY DOCKET NUMBER:	12422-406								
NAME OF SUBMITTER:	Amy A. Rollins, Paralegal								

Total Attachments: 3
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**PATENT
 REEL: 019934 FRAME: 0981**

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PATENT ASSIGNMENT

THIS ASSIGNMENT, by **Jesús Mancha, Jr.** having an address at 8259 Elm Glade, San Antonio, TX 78251, **James Hector Gonzales** having an address at 8511 Timber Ranch, San Antonio, TX 78250, and **Kristen H. Lage** having an address at 3820 Falls Circle, Carmel, IN 46033 (hereinafter collectively referred to as the "Assignors"), witnesseth:

WHEREAS, said Assignors have made the invention(s) described in the United States patent application entitled **Beverage Holder**, as described in the design patent application filed herewith; and

WHEREAS, **Norwood Operating Company, LLC**, d/b/a Norwood Promotional Products, having a mailing address at 10 West Market Street, Suite 1400, Indianapolis, Indiana 46204 (hereinafter referred to as the "Assignee") desires to acquire the entire right, title and interest in and to the invention and the patent application identified above, and all patents which may be obtained for said invention embodied in said application;

NOW, THEREFORE, for good, valuable and legally sufficient consideration for said Assignors, the receipt of which is hereby acknowledged by said Assignors, said Assignors have sold, assigned, transferred and set over, and as demonstrated by this Assignment do sell, assign, transfer and set over unto said Assignee, the entire right, title and interest in and to the above-mentioned inventions, applications for Letters Patent, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor or thereon, and in and to any and all divisions, continuations and continuations-in-part of any such application, or reissues, reexaminations, renewals and extensions of said Letters Patent or Patents; and the full right to claim for any such applications all benefits and priority rights under any applicable convention, treaty or legislation, and the right to sue and obtain relief, including damages, profits and an injunction, for any infringement occurring before or after issuance of said Letters Patent or Patents; the same to be held and enjoyed for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignors had this Assignment not been made.

For the above-recited consideration, said Assignors hereby covenant, warrant and agree that, at the time of execution and delivery of this Assignment, (s)he is a lawful owner of the entire right, title and interest in and to said inventions and the application for Letters Patent above-mentioned, and that the same are unencumbered and that the Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

For the above-recited consideration, said Assignors hereby covenant and agree to execute and deliver to the Assignee, its successors, legal representatives or assigns, all papers and documents that may be required to carry out the terms of this Assignment, and take all lawful oaths, provide testimony, and do all lawful acts necessary or required to be done to reasonably assist said Assignee, its successors, legal representatives or assigns in any interference, litigation or other proceeding in any country concerning or in connection with any inventions, patent applications, Letters Patent or Patents assigned hereunder; or for the prosecution, procurement, maintenance, enforcement and defense of Letters Patent or Patents for said inventions and patent applications, or to carry out the terms of this Assignment, or vest in the Assignee, its successors and assigns, exclusive title in and to all inventions, patent applications, Letters Patent or Patents assigned hereunder, without further compensation from said Assignee, its successors, legal representatives or assigns, except for reasonable costs and expenses of the Assignors incident to such assistance and approved in writing by said Assignee, its successors, legal representatives or assigns before any such costs or expenses are incurred.

Said Assignors hereby authorize and request the Commissioner of Patents to issue said Letters Patent or Patents of the United States to **Norwood Operating Company, LLC** as the Assignee of said invention, patent application and the Letters Patent or Patents to be issued thereon for the sole use of **Norwood Operating Company, LLC**, its successors and assigns in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, said Assignors have executed this Assignment.

Aug 31, 2007
Date

Jesus Mancha, Jr.
Jesus Mancha, Jr.

8-31-07
Date

James H. Gonzales
James Hector Gonzales

Date

Kristen H. Lage

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.....
Date **Jesús Mancha, Jr.**

.....
Date **James Hector Gonzales**

9/14/07
Date *Kristen H. Lage*