

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT								
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT								
<b>CONVEYING PARTY DATA</b>									
<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>Chris Lanman</td> <td>09/11/2007</td> </tr> <tr> <td>Kelly Maguire</td> <td>09/11/2007</td> </tr> <tr> <td>Nicholas Miller</td> <td>09/11/2007</td> </tr> </tbody> </table>		Name	Execution Date	Chris Lanman	09/11/2007	Kelly Maguire	09/11/2007	Nicholas Miller	09/11/2007
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Chris Lanman	09/11/2007								
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Nicholas Miller	09/11/2007								
<b>RECEIVING PARTY DATA</b>									
<b>Name:</b>	KYP Holdings Plc								
<b>Street Address:</b>	1 Berkeley Street								
<b>City:</b>	London								
<b>State/Country:</b>	UNITED KINGDOM								
<b>Postal Code:</b>	W1J 8DJ								
<b>PROPERTY NUMBERS Total: 1</b>									
<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>29274820</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29274820				
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Application Number:	29274820								
<b>CORRESPONDENCE DATA</b>									
<b>Fax Number:</b>	(202)344-8300								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
<b>Email:</b>	kpetaja@venable.com, vcruz@venable.com								
<b>Correspondent Name:</b>	Venable LLP								
<b>Address Line 1:</b>	575 7th Street, NW								
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20004								
<b>ATTORNEY DOCKET NUMBER:</b>	32406-246354								
<b>NAME OF SUBMITTER:</b>	Robert Kinberg								
<b>Total Attachments: 2</b> source=246354#page1.tif source=246354#page2.tif									

**CH \$40.00 29274820**

ASSIGNMENT  
OF APPLICATION FOR UNITED STATES LETTERS PATENT

Attorney Docket  
32406-246354

WHEREAS Chris LANMAN, Kelly MAGUIRE, and Nicholas MILLER of the United Kingdom, hereinafter (collectively) referred to as the assignor, has invented a certain improvement relating to PROMOTIONAL DEVICE, which said assignor has caused an application for United States Letters Patent to be prepared,

- [ ] the inventor's declaration for said application being executed concurrently with the execution of this instrument; said application to be filed in the United States Patent and Trademark Office.  
[X] said application having been filed in the United States Patent and Trademark Office on May 30, 2007 and given Application No. 29/274,820.  
[ ] said application having been filed under the Patent Cooperation Treaty on \_\_\_\_\_, Serial No. \_\_\_\_\_, the United States of America being designated.

AND WHEREAS KYP Holdings Plc, having an address at 1 Berkeley Street, London W1J 8DJ, United Kingdom, hereinafter referred to as the assignee, is desirous of acquiring the entire right, title and interest in and to said application, including any and all divisions and continuations thereof, and in and to said invention and any and all patents which may be granted therefore, including any and all renewals, reissues and prolongations thereof;

NOW THIS WITNESSETH, that for and in consideration of One Dollar (\$1.00), and other good and valuable consideration paid by said assignee to said assignor, the receipt of which is hereby acknowledged, said assignor hereby assigns, sells and transfers to said assignee, and said assignee's successors and assigns, the entire and exclusive right, title and interest in and to said application, including any and all divisions and continuations thereof, and in and to said invention and any and all patents which may be granted therefor, including any and all renewals, reissues and prolongations thereof; said assignee, and said assignee's successors and assigns, to have, hold, exercise and enjoy the said application, including any all divisions and continuations thereof, and the said invention and any all patents which may be granted therefor, including any and all renewals, reissues and prolongations thereof, with all the rights, powers, privileges and advantages in anywise arising from or appertaining thereto, for and during the term or terms of any and all such patents when granted, including any and all renewals, reissues and prolongations thereof, for the use and benefit of said assignee, and said assignee's successors and assigns, in as ample and beneficial a manner as the said assignor might or could have held and enjoyed the same, if this assignment had not been made.

AND said assignor hereby agrees to perform, upon the request of said assignee, or said assignee's successors or assigns, any and all acts relating to the obtaining or to the asserting of said patents, including any and all renewals, reissues and prolongations thereof.

AND said assignor authorizes and requests the Commissioner of Patents and Trademarks to issue Letters Patent on said application, and on any and all divisions and continuations thereof, to said assignee, and said assignee's successors and assigns, in accordance herewith.

EXECUTED, this 11th day of September, 2007.

WITNESSES:

Signature: \_\_\_\_\_

Name: MATTHEW READ

Address: 20 LITTLE BRITAIN  
LONDON, EC1A 7DH  
UK

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

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

ASSIGNOR: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: Chris LANMAN

VENABLE LLP  
Washington, D.C.  
DC2/868546

PATENT  
REEL: 019985 FRAME: 0678

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OF APPLICATION FOR UNITED STATES LETTERS PATENT

Attorney Docket  
32406-246354

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EXECUTED, this 11 day of SEPT, 2007.

WITNESSES:

Signature: Muller Reef  
Name: (AS ABOVE)  
Address: (AS ABOVE)

ASSIGNOR:

Signature: Kelly Maguire  
Name: Kelly MAGUIRE

Signature:  
Name:  
Address:

EXECUTED, this 11 day of SEPT, 2007.

WITNESSES:

Signature: Muller Reef  
Name: (AS ABOVE)  
Address: (AS ABOVE)

ASSIGNOR:

Signature: Nicholas Miller  
Name: Nicholas MILLER

Signature:  
Name:  
Address:

Customer No.: 26694

VENABLE LLP  
Washington, D.C.  
DC2/868546

RECORDED: 10/19/2007

PATENT  
REEL: 019985 FRAME: 0679