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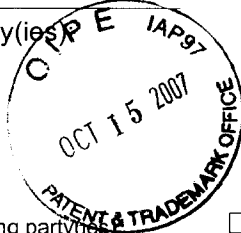
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To the Director of the United States

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the attached original documents or copy thereof.

1. Name of conveying party(ies)

Nicholas C. TALBOT
Ketan MISTRY
Mark CRITCHLEY
Kalvin L. EVANS

Additional names(s) of conveying party(ies)

☐ Yes ☒ No

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

Name: LRC PRODUCTS LIMITEDAddress: 35 NEW BRIDGE STREET

3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ OtherExecution Date: August 24, 2007August 30, 2007City: LONDON

State/Prov.: _____

Country: United KingdomZIP: EC4V 6BW

Additional name(s) & address(es)

☐ Yes ☒ No

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

If this document is being filed together with a new application, the execution date of the application is: _____

Patent Application No.

Filing date

B. Patent No.(s)

29/287,398

7/31/2007

10/17/2007 DBYRNE 00000047 042223 29287398

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Additional numbers

☐ Yes ☒ No

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

Name: RICHARD H. TUSHINRegistration No. 27,297Address: 1300 I STREET, NWSUITE 300 WESTCity: WASHINGTONState/Prov.: DCCountry: U.S.A.ZIP: 20005

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41):.....\$ 40.00☐ Enclosed - Any excess or insufficiency should be credited or debited to deposit account☒ Authorized to be charged to deposit account

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To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

RICHARD H. TUSHIN

Name of Person Signing

Signature

Oct. 15, 2007

Date

4

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PATENT

REEL: 019986 FRAME: 0502

ASSIGNMENT OF PATENT APPLICATION

WHEREAS We 1) Nicholas C. TALBOT, 2) Ketan MISTRY, 3) Mark CRITCHLEY and Kalvin L. EVANS, of 1) Seymour Powell Limited, 327 Lillie Road, London SW6 7NR, United Kingdom, 2) Seymour Powell Limited, 327 Lillie Road, London SW6 7NR, United Kingdom, 3) No. 1 Old Park Lane, Trafford Park, Urmston Manchester M41 7HA, United Kingdom, and 4) No. 1 Old Park Lane, Trafford Park, Urmston Manchester M41 7HA, United Kingdom, respectively, have made a certain new and useful invention as set forth in an application for United States Letters Patent for an invention entitled SEX TOY, filed on July 31, 2007, Serial No. _____;

AND WHEREAS LRC PRODUCTS LIMITED of 35 New Bridge Street, London, EC4V 6BW, United Kingdom, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States which may be obtained therefor;

NOW, THEREFORE, for \$10.00 and other good and valuable consideration in hand, receipt of which is hereby acknowledged, we do hereby sell, assign, transfer and set over unto LRC PRODUCTS LIMITED, its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, and in and to any and all patents of the United States which may be issued for said invention;


We request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said LRC PRODUCTS LIMITED, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby;

We hereby covenant that we have full right to convey the entire interest herein assigned and have not executed, and will not execute, any agreement in conflict herewith, and we also agree to execute all papers in connection with the application and any

continuing or divisional applications thereof and in connection with any interference which may be declared involving this application or any continuing or divisional application thereof;

AND we hereby grant the firm of Dykema Gossett PLLC the power to insert on this Assignment any further identification which may be necessary or desirable to comply with the rules of the United States Patent and Trademark Office for recordation of this Assignment.

24 August 2007
Date:


1) Nicholas C. TALBOT

24 August 2007
Date:


2) Ketan MISTRY

Date:

3) Mark CRITCHLEY

Date:

4) Kalvin L. EVANS

WITNESSES:

24/08/07
Date:

1) 

24/08/07
Date:

2) 

Date:

3)

Date:

4)

JOINT

Atty Dkt. 66455-284-7

continuing or divisional applications thereof and in connection with any interference which may be declared involving this application or any continuing or divisional application thereof;

AND we hereby grant the firm of Dykema Gossett PLLC the power to insert on this Assignment any further identification which may be necessary or desirable to comply with the rules of the United States Patent and Trademark Office for recordation of this Assignment.

Date: _____

1) Nicholas C. TALBOT

Date: _____

2) Ketan MISTRY

30.08.07

Date: _____

3) Mark CRITCHLEY

30.08.07

Date: _____

4) Kalvin L. EVANS

WITNESSES:

Date: _____

1) _____

Date: _____

2) _____

30/08/2007

Date: _____

3) _____

30/08/07

Date: _____

4) _____

2 of 2

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