Electronic Version v1.1 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|-------------------|----------------|
| Jared Randall | 02/05/2008 |
| Jeffrey W. Ladwig | 02/05/2008 |

RECEIVING PARTY DATA

| Name: | JMK Industrial Design, LLC |
|-------------------|----------------------------|
| Street Address: | 1932 1st Avenue |
| Internal Address: | Ste. 215A |
| City: | Seattle |
| State/Country: | WASHINGTON |
| Postal Code: | 98101 |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 29303087 |

CORRESPONDENCE DATA

Fax Number: (206)757-7133

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Email: georgerondeau@dwt.com
Correspondent Name: George C. Rondeau, Jr.
Address Line 1: 1201 Third Avenue

Address Line 2: Suite 2200

Address Line 4: Seattle, WASHINGTON 98101-3045

| ATTORNEY DOCKET NUMBER: | 69311-198 |
|-------------------------|------------------------|
| NAME OF SUBMITTER: | George C. Rondeau, Jr. |

Total Attachments: 2

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PATENT REEL: 020491 FRAME: 0642

ASSIGNMENT

WHEREAS, we, Jared Randall and Jeffrey W. Ladwig, (hereinafter referred to as ASSIGNORS), having post office addresses of 730 12th Avenue E., #2, Seattle, Washington 98102 and 3429 49th Ave. SW, Seattle, Washington 98116, respectively, are the joint inventors with Christopher G. Alviar of an invention entitled "MUG," as described and claimed in the specification forming part of an application for United States letters patent filed January 31, 2008, as United States Patent Application No. 29/303,087.

WHEREAS, JMK Industrial Design, LLC, (hereinafter referred to as ASSIGNEE), a limited liability company of the State of Washington having a place of business at 1932 1st Ave., Ste. 215A, Seattle, Washington 98101, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE, the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request that any letters patent that may be granted issue to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

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| 2/5/'08 Date | ByBy |
|--------------------------------------|---|
| Bate | Clared Randall |
| STATE OF WASHINGTON) ss. | |
| who appeared before me, and said per | sfactory evidence that Jared Randall is the person rson acknowledged that he signed this instrument I voluntary act for the uses and purposes |
| Dated Oated | lic |
| OF WHAT appoints | ment expires Sept. 29, 2009 |
| 2-5-08 Date | By My 2 Janley Jeffrey W. Ladwig |
| STATE OF WASHINGTON)) ss. | |
| person who appeared before me, and s | sfactory evidence that Jeffrey W. Ladwig is the said person acknowledged that he signed this his free and voluntary act for the uses and |

DWT 2238249v1 0069311-000198 Seattle

RECORDED: 02/11/2008

PATENT REEL: 020491 FRAME: 0644

Printed Name ______