

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Richard T. Heidrich		05/28/2008
RECEIVING PARTY DATA		
Name:	Designs Direct LLC	
Street Address:	930 Second Street	
City:	Dayton	
State/Country:	KENTUCKY	
Postal Code:	41074	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	12132467	
CORRESPONDENCE DATA		
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ATTORNEY DOCKET NUMBER:	WGA/06	
NAME OF SUBMITTER:	Gregory J. Lunn	
Total Attachments: 2		
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**PATENT
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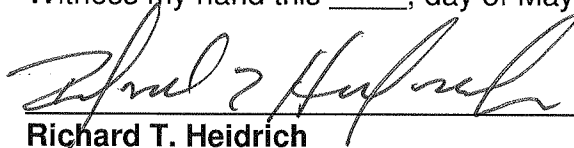
ASSIGNMENT OF INVENTION AND PATENTS THEREON

WHEREAS, I, **RICHARD T. HEIDRICH**, of **556 Beaumont Court, Ft. Wright, KY 41011**, have invented **CONTOURED ARTWORK**, as fully disclosed in an application for Patent so entitled executed on even date herewith; and

WHEREAS, **DESIGNS DIRECT LLC**, a limited liability company organized under the Laws of the State of **Kentucky** and having its principal office at **930 Second Street, Dayton, KY 41074**, desires to acquire the entire interest in and to the subject-matter disclosed in said application and in and to all patents issued or to be issued thereon.

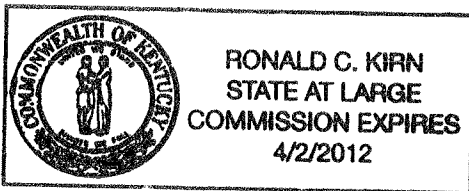
NOW, THEREFORE, to all whom it may concern, be it know that, for and in consideration of the sum of One Dollar to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned and transferred, and by these presents do sell, assign and transfer unto the said **DESIGNS DIRECT LLC** my entire right, title and interest in and to the subject-matter disclosed in said application and in and to all Letters Patent Domestic and Foreign issued or to be obtained thereon, including all rights and interests with priority rights under the Paris Convention for the Protection of Industrial Property, and International Patent Cooperative Union, European Patent Convention, Common Market Convention, or any other Convention or Union for each country of said Convention or Letters Patent granted on said application and all future patents granted upon the subject-matter disclosed therein to the above Assignee, its legal representatives and assigns.


Witness my hand this 28, day of May, 2008.


Richard T. Heidrich

STATE OF Kentucky)
COUNTRY OF Kenton)

On this 28 Day of May, 2008, before me personally appeared **Richard T. Heidrich**, to me known and known to me to be the individual aforesaid, who duly acknowledged the signing of the foregoing instrument to be his voluntary act and deed and who executed the same for the uses and purposes therein specified.




Notary Public