

# RECORDATION FORM COVER SHEET PATENTS ONLY

Atty Ref/Docket No.: 2047.007US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

David D. Sipes and Gerald McLaughlin

Additional name(s) of conveying party(ies) attached?

[ ] Yes [X] No

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

Name: Branders.com, Inc.

Street Address: 1850 Gateway Drive, Suite 400

City: San Mateo State: CA Zip: 94404

Additional name(s) &amp; address(es) attached? [ ] Yes [X] No

3. Nature of conveyance:

[X] Assignment [ ] Merger

[ ] Security Agreement [ ] Change of Name

[ ] Other

Execution Date: August 13, 2008, August 13, 2008

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

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

A. Patent Application No.(s)

B. Patent No.(s)

Serial No. 12/191,235, filed August 13, 2008

Additional numbers attached? [ ] Yes [X] No

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

Name: Andre L. Marais

Address:

Schwegman, Lundberg &amp; Woessner, P.A.

P.O. Box 2938

Minneapolis, MN 55402-0938

6. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41): \$ 40.00

[ ] Enclosed

[X] Authorized to be charged to deposit account  
19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

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9. Statement and signature.

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.

Andre L. Marais/Reg. No. 48,095

Signature

10/01/08

Date

Total number of pages including cover sheet: 5

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks  
Mail Stop Assignment Recordation Services  
P.O. Box 1450  
Alexandria, VA 22313-1450

700386347

PATENT  
REEL: 021620 FRAME: 0045

CH \$40.00 190743 12191235

## ASSIGNMENT

WHEREAS, We, David D. Sipes, residing at 381 Sailfish Isle, Foster City, CA 94404, and Gerald McLaughlin, residing at Ascott, Suite 2206, Makati City, 1220, Philippines, made certain new and useful inventions and improvements for which we filed an application for Letters Patent of the United States entitled CUSTOMIZED VIRTUAL CATALOG:

WHEREAS, We hereby authorize and request our attorneys, as listed on the Combined Declaration and Power of Attorney, at Schwegman, Lundberg & Woessner, P.A., located at 121 South Eighth Street, Suite 1600, Minneapolis, MN 55402, to insert here in parentheses (Ser. No. 12/191,235; Filing Date: August 13, 2008) the filing date and application number of said application when known.

AND WHEREAS, Branders.com, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 1850 Gateway Drive, Suite 400, San Mateo, CA 94404 (hereinafter "Assignee"), is desirous of acquiring the entire right, priority right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore, we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 13 day of

August, 2008.



David D. Sipes

IN TESTIMONY WHEREOF, I have hereunto set my hand this \_\_\_\_\_ day of

\_\_\_\_\_, 2008.



Gerald McLaughlin

## ASSIGNMENT

WHEREAS, We, David D. Sipes, residing at 381 Sailfish Isle, Foster City, CA 94404, and Gerald McLaughlin, residing at Ascott, Suite 2206, Makati City, 1220, Philippines, made certain new and useful inventions and improvements for which we filed an application for Letters Patent of the United States entitled CUSTOMIZED VIRTUAL CATALOG:

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Page 2 of 2

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

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IN TESTIMONY WHEREOF, I have hereunto set my hand this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

\_\_\_\_\_  
David D. Sipes

IN TESTIMONY WHEREOF, I have hereunto set my hand this 13<sup>th</sup> day of

August, 2008.

  
\_\_\_\_\_  
Gerald McLaughlin

PATENT

REEL: 021620 FRAME: 0049

## SCHWEGMAN ■ LUNDBERG ■ WOESSNER

PATENT, TRADEMARK &amp; COPYRIGHT ATTORNEYS

P.O. Box 2938

Minneapolis, MN 55402

Telephone (612) 373-6900

Facsimile (612) 339-3061

Date:

Time:

Oct 1 2008  
12:46 p.m.  
(Minneapolis, Minn.)

TO: Commissioner for Patents  
Attn: Assignment Recordation Services  
Patent Examining Corps  
Facsimile Center  
P.O. Box 1450  
Alexandria, VA 22313-1450  
**FAX NUMBER 571-273-0140**

FROM: Andre L. Marais

OUR REF: 2047.007US1

## Documents Transmitted:

Assignment (4 pages), Assignment Recordation Form Cover Sheet (1 page), authorization to charge Deposit Account No. 19-0743 in the amount of \$40.00 to cover the Assignment Recording Fee.

Total pages of this transmission, including cover letter: (6 pgs)

If you do NOT receive all of the pages described above, please telephone us at 612-373-6900 or fax us at 612-339-3061.

In re. Patent Application of: David Sipes et al.

Serial No.: 12/191,235

Filed: August 13, 2008

Title: CUSTOMIZED VIRTUAL CATALOG

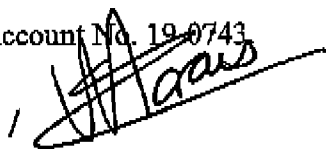
Examiner:

Group Art Unit: 3625

Docket No.: 2047.007US1

Please charge any additional fees or credit overpayment to Deposit Account No. 19-0743

By:

  
Name: Andre L. Marais  
Reg. No. 48,095

I hereby certify that this paper is being transmitted by facsimile to the U.S. Patent and Trademark Office on the date shown below.

  
Susan Miranda

Date

Oct. 1, 2008