

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jonathan G. Arkin	10/23/2008
RECEIVING PARTY DATA	
Name:	Never Norm, LLC
Street Address:	E. 7374 Calloway Court
City:	Reedsburg
State/Country:	WISCONSIN
Postal Code:	53959
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12257092
CORRESPONDENCE DATA	
Fax Number:	(703)770-7901
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	piyuli.jain@pillsburylaw.com
Correspondent Name:	Pillsbury Winthrop Shaw Pittman LLP
Address Line 1:	1650 Tysons Boulevard
Address Line 4:	McLean, VIRGINIA 22102
ATTORNEY DOCKET NUMBER:	061699-0370488
NAME OF SUBMITTER:	Piyuli Jain
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

CH \$40.00 12257092

RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Jonathan G. Arkin

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Never Norm, LLC

Internal Address: _____

Street Address: E. 7374 Calloway Court

City: Reedsburg

State: WI

Country: USA Zip: 53959

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) October 23, 2008

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

12/257,092

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: PILLSBURY WINTHROP SHAW PITTMAN LLP

Internal Address: P.O. Box 10500

Street Address: 1650 Tysons Boulevard

City: McLean

State: VA Zip: 22102

Phone Number: (703) 770-7900

Fax Number: (703) 770-7901

Email Address: fred.grasso@pillsburylaw.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

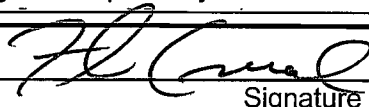
8. Payment Information 061699-0370488

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 033975

Authorized User Name _____

9. Signature:



Signature

October 24, 2008

Date

Fred T. Grasso, Reg. No. 43,644

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

Client Reference:

For: Worldwide Rights
By: Inventor

ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of Ten Dollars (\$10.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNORS: JONATHAN G. ARKIN
4520 NE Kingston Drive
Lee's Summit, MO 64064

hereby sell, assign and transfer to

ASSIGNEE: Never Norm, LLC
E. 7374 Calloway Court
Reedsburg, WI 53959

and the successors, assigns and legal representatives of the ASSIGNEE the entire right, title and interest for the United States and its territorial possessions in and to any and all improvements which are disclosed in the invention entitled:

WINDOW INSERT

and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, continuation-in-part, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNOR further covenant that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

Date: 10-23-08


Signature of Jonathan G. Arkin