

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Casey W. Norman	04/01/2009
David Gamlin	04/01/2009
RECEIVING PARTY DATA	
Name:	Genie Toys PLC
Street Address:	25 Imperial Square
City:	Cheltenham, Gloucestershire
State/Country:	UNITED KINGDOM
Postal Code:	GL50 1QZ
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12416633
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Total Attachments: 1 source=Assignment#page 1.tif	

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PATENT
REEL: 022489 FRAME: 0468

ASSIGNMENT

WHEREAS, we, Casey W. Norman and David Gamlin, citizens of Great Britain, residing at Thorahill, Withington Road, Andoversford, Gloucestershire GL54 4LL, United Kingdom and 80 Newbridge Road, Bath BA1 3LA, United Kingdom, respectively, (hereinafter referred to as "the undersigned"), having made an invention entitled FRAMES identified US Application No. 12/416,633 (DLA Piper is authorized to insert the Serial No. when known),

WHEREAS, Genie Toys PLC, a corporation of Great Britain, with offices located at 25 Imperial Square, Cheltenham, Gloucestershire GL50 1QZ, United Kingdom, (hereinafter referred to as "assignee"), is desirous of acquiring the entire right, title and interest in said invention, said US application and all letters patent issuing for said invention,

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and of other good and valuable consideration, receipt of which is hereby acknowledged, the undersigned, intending to be legally bound, does hereby sell, assign and transfer to the assignee the entire right, title and interest, for the United States of America, its territories and possessions, and for all foreign countries, in said invention, including said US application, all divisions and continuations thereof, all rights to claim priority based thereon, all rights to file foreign applications on said invention, and all letters patent and reissues thereof, issuing for said invention in the United States of America and in any and all foreign countries.

It is agreed that the undersigned shall be legally bound, upon request of the assignee, or its successors or assigns or a legal representative thereof, to supply all information and evidence of which the undersigned has knowledge or possession, relating to the making and practice of said invention, to testify in any legal proceeding relating thereto, to execute all instruments proper to patent the invention in the United States of America and foreign countries in the name of the assignee, and to execute all instruments proper to carry out the intent of this instrument. If the undersigned includes more than one individual, these obligations shall apply to all of the undersigned both individually and collectively.

The rights and property herein conveyed by the undersigned are free and clear of any encumbrance.

EXECUTED on the date(s) set forth below.

04/01/2007
Date

APRIL 16 2009
Date

Casey W. Norman
Casey W. Norman
David Gamlin
David Gamlin