

Form PTO-1595 (Rev. 03-09)
OMB No. 0651-0027 (exp. 03/31/2009)U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office**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)

Darla Phillips

Additional name(s) of conveying party(ies) attached? ☒ Yes ☐ No**3. Nature of conveyance/Execution Date(s):**Execution Date(s) June 24, 2009

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

2. Name and address of receiving party(ies)Name: LOOK! Marketing, Inc.

Internal Address: _____

Street Address: 4207 S.W. 55th CircleCity: OcalaState: FloridaCountry: United States of America Zip: 33474Additional name(s) & address(es) attached? ☐ Yes ☒ No**4. Application or patent number(s):**☐ This document is being filed together with a new application.**A. Patent Application No.(s)**Des. 424,489
6,093,920
6,384,391**B. Patent No.(s)**Additional numbers attached? ☐ Yes ☒ No**5. Name and address to whom correspondence concerning document should be mailed:**Name: Allen F. Bennett

Internal Address: _____

Street Address: 200 S. Andrews Sulte 100City: Fort LauderdaleState: Florida Zip: 33062Phone Number: 954-351-7474Fax Number: 954-351-7475Email Address: afb@spl-law.com**6. Total number of applications and patents involved: 3****7. Total fee (37 CFR 1.21(h) & 3.41) \$ 120**

- ☒ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment InformationDeposit Account Number 503600Authorized User Name Allen Bennett**9. Signature:**
Signature

June 24, 2009

Date

Allen F. Bennett, Reg. No. 50,199

Name of Person Signing

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

2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

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PATENT
REEL: 022868 FRAME: 0335

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PATENT ASSIGNMENT

This Agreement is made this day, June 24, 2009, by and between Darla Phillips, an individual residing at 4207 S.W. 55th Circle, Ocala, Florida 33474, formerly Darla L. Beckwith (hereinafter ASSIGNOR) and LOOK! Marketing, Inc., a Florida corporation, having a place of business located at 4207 S.W. 55th Circle, Ocala, Florida 33474 (hereinafter ASSIGNEE).

WHEREAS, the ASSIGNOR desires to transfer all of her intellectual property embodied her issued U.S. Patents of which ASSIGNOR is the sole inventor; and,

WHEREAS, ASSIGNEE desires to assume ownership and responsibility for maintenance, development and enforcement of ASSIGNOR's

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR by and through these presents does sell, assign and transfer unto ASSIGNEE, its successors and assigns her full, exclusive and worldwide right, title and interests in the inventions as described, defined and disclosed in the following United States of America Letters Patent:

Patent No.	Filing Date	Inventor
Des. 424,849	May 16, 2000	Darla L. Beckwith
6,093,920	Jul. 25, 2000	Darla L. Beckwith
6,384,391	May 7, 2002	Darla L. Beckwith

(hereinafter "the PATENTS"). ASSIGNOR fully conveys every right she has to the PATENTS, including all rights to sue and recover for past infringement of the Patents, the same to be held and enjoyed by ASSIGNEE its successors and assigns as fully and entirely as the same would have been held by ASSIGNEE, had this assignment not been made.

ASSIGNOR hereby authorizes and requests the Commissioner of Patent and Trademarks of the United States of America and respective Patent Office officials in any country foreign to the United States of America to recognize ASSIGNEE of the PATENTS as the sole assignee of her entire right, title and interest in, to and under the same.

ASSIGNOR does hereby agree for herself and for her successors and assigns to execute any lawful document and to testify as to any material fact or thing which ASSIGNEE its successors and assigns may deem necessary in order to secure unto itself, its successors and assigns the full right, title and interest in and to the full enjoyment of the PATENTS or any part thereof, the same to be done without any further consideration.

IN WITNESS WHEREOF, I set my hand on June 24, 2009.

DARLA PHILLIPS

Darla Phillips
(Signature)