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Ken Glaser

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

Execution Date(s) 03/25/10

- ☒ 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: Smith News Company, Inc.

Internal Address:

Street Address: 460 Ninth Street

City: San Francisco

State: CA

Country: USA Zip 94104

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

4. Application or patent number(s):

A. Patent Application No.(s)

29349389

☒ This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☐ No

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

Name: H. Michael Brucker

Internal Address:

Street Address: 5855 Doyle Street, Suite 110

City: Emeryville

State: CA Zip 94608

Phone Number: 510-654-6200

Fax Number: 510-654-6166

Email Address: hmb@pacbell.net

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 to deposit account
☒ Enclosed
☐ None required (government interest not affecting title)

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03/25/10

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DESIGN PATENT

Practitioner's Docket No. SNCOD0801D1

For: US Rights and Foreign Rights

For: US Design Patent Application

By: Inventor

ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR: Ken Glaser
460 Ninth Street
San Francisco, CA 94103

hereby sells, assigns and transfers to

ASSIGNEE: Smith News Company, Inc.
460 Ninth Street
San Francisco, CA 94103

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

Keychain

and which is found in (37 C.F.R. Section 3.21) US Design patent application naming the above inventor for the above-entitled invention and any legal equivalent thereof in a foreign country, including the right to claim priority and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to Letters Patent any reissue or re-examination thereof.

To comply with 37 C.F.R. Section 3.21 for recordal of this assignment, I, ASSIGNOR signing below hereby authorizes and requests my attorney to insert below the filing date and application number when they become known.

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

ASSIGNOR further covenants 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: 3/25/10



Signature of Ken Glaser