

05-03-2010



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To the Director of the U.S. Patent and Trademark Office, \_\_\_\_\_ documents or the new address(es) below.

1. Name of conveying party(ies)

Vivek Venugopal

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

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

Execution Date(s) March 23, 2010

- 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: William Goodacre & Sons India Pvt.Ltd.

Internal Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

XVIII/1146 Revi Karunakaran Road

City: Alleppy

State: Kerala

Country: INDIA Zip: 688 012

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

4. Application or patent number(s):

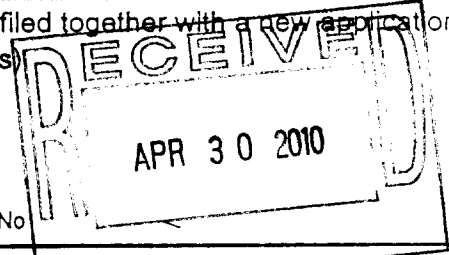
This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

Ser. No. 29/349,460

Additional numbers attached?  Yes  No



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

Name: Norman B. Rainer

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6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40

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

8. Payment Information

Deposit Account Number 18-0050

Authorized User Name Norman Rainer

9. Signature:

Norman B. Rainer  
Signature

April 29, 2010  
Date

Norman B. Rainer  
Name of Person Signing

Total number of pages including cover  
03/08/2010 11:11 AM 00000029349460 2

ASSIGNMENT OF APPLICATION

Whereas, I, Vivek Venugopal, of Alleppey, Kerala, India hereafter referred to as applicant, have invented certain new and useful improvements in a door mat having word-defining grooves for which an application for a United States Patent was executed on 23<sup>rd</sup> March, 2010, and

Whereas, William Goodacre & Sons India Pvt. Ltd., of Alleppy, Kerala, India, herein referred to as "assignee" whose post office address is XVIII/1146 Revi Karunakaran Road, Alleppy, Kerala, India 688 012 is desirous of acquiring the entire right, title and interest in the same;

Now therefore, in consideration of the sum of one dollar (\$ 1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I, the applicant, by these presents do sell assign and transfer unto said assignee the full and exclusive right to the said invention in the United States and the entire right, title and interest in and to any and all Patents which may be granted therefor in the United States, I hereby authorize and request the Commissioner of Patents and Trademarks to issue said United States Patent to said assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

Executed this 23<sup>rd</sup> day of March, 2010

at Alleppey, India

*(Handwritten signature)*

State of Kerala ) SS:

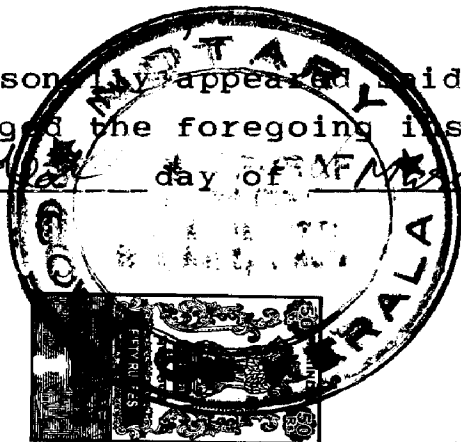
(Signature)

Province of Alleppey )

Country India

Before me personally appeared said Vivek Venugopal and acknowledged the foregoing instrument to be his free act and deed this 23<sup>rd</sup> day of March, 2010

Seal



A.M. SHRAEF  
ADVOCATE & NOTARY PUBLIC  
ROLL No. K/142/1977  
ROOM No. 109, MUNICIPAL RESIDENCY  
DISTRICT COURT  
*(Handwritten signature)*  
23/03/2010

PATENT