

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Nancy Balter</td> <td>01/28/2011</td> </tr> <tr> <td>Adam O'Hern</td> <td>01/28/2011</td> </tr> <tr> <td>Riley Wilkinson</td> <td>01/28/2011</td> </tr> <tr> <td>Jessie Cho</td> <td>01/31/2011</td> </tr> </tbody> </table>		Name	Execution Date	Nancy Balter	01/28/2011	Adam O'Hern	01/28/2011	Riley Wilkinson	01/28/2011	Jessie Cho	01/31/2011
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<b>RECEIVING PARTY DATA</b>											
Name:	Educational Insights, Inc.										
Street Address:	380 N. Fairway Dr.										
City:	Vernon Hills										
State/Country:	ILLINOIS										
Postal Code:	60061										
<b>PROPERTY NUMBERS Total: 1</b>											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29384795</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29384795						
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Application Number:	29384795										
<b>CORRESPONDENCE DATA</b>											
Fax Number:	(312)222-0818										
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Address Line 4:	Chicago, ILLINOIS 60601										
ATTORNEY DOCKET NUMBER:	022252-9226-00										
NAME OF SUBMITTER:	Larry L. Saret										
Total Attachments: 3											

OP \$40.00 29384795

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**PATENT  
 REEL: 025828 FRAME: 0250**

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## ASSIGNMENT

Pursuant to our obligation to Educational Insights, Inc. (hereinafter referred to as "Assignee"), a California Corporation having its principal place of business at:

380 N. Fairway Dr.  
Vernon Hills, Illinois 60061

and for other valuable and sufficient consideration, receipt whereof is hereby acknowledged, we:

Nancy Balter  
11174 Rhoda Way  
Culver City, California 90230

Adam O'Hern  
1546 S. Bundy Dr. #206  
Los Angeles, California 90025

Riley Wilkinson  
2720 Eucalyptus Avenue  
Long Beach, California 90806

Jessie Cho  
1436 257th St. Unit 308  
Harbor City, California 90710

confirm our obligation to and hereby sell, assign and convey, unto Assignee, its successors and assigns, our entire right, title and interest -

(1) in and to a new, original and ornamental design titled "ELAPSED TIME CLOCK" for which we filed United States Patent Application No. 29/384795 (Atty. File No. 022252-9226-00) (hereinafter the "U.S. design patent application")

(2) in and to the U.S. design patent application, in and to all other patent applications (including divisional, continuation, continuation-in-part, and reissue applications) based upon said design, and in and to the patent or patents to be granted thereon, to the full end of the term or terms for which said patent or patents may be granted;

(3) in and to all patent applications or design registrations filed in countries foreign to the United States of America, and in and to any and all patents granted on said applications to the full end of the terms for which said patents may be granted; and

(4) under the International Convention in respect to the U.S. design patent application and agree that any patent applications or design registrations of any foreign countries which may be filed shall be filed in the name of our Assignee with a claim to priority based on the U.S. design patent application.

We hereby authorize the assignee or attorney of record to insert in the appropriate place in this document the application number of our application after execution of this Assignment.

And we hereby agree that we will, upon demand of Assignee, its successors or assigns, and without further consideration to us, execute any and all papers that may be necessary, or deemed by Assignee, its successors or assigns, to be necessary, to a complete fulfillment of the intent and purposes of this Assignment, it being understood that any expense incident to the execution of such papers shall be paid by Assignee, its successors and assigns, and not by us.

And the Commissioner of Patents and Trademarks of the United States is hereby authorized and requested to issue said patent or patents to Assignee.

Jan. 28, 2011  
Date Nancy Balter  
Nancy Balter

State of California )  
County of Los Angeles )

I do hereby certify that Nancy Balter, personally known to me to be the same person who signed the foregoing instrument, appeared before me this day and acknowledged that said instrument was signed and delivered as the free and voluntary act of Nancy Balter, for the uses and purposes therein set forth.

Given under my hand and seal, this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_\_.

\_\_\_\_\_  
Notary Public

\*\*\*\*\*

JAN. 28 2011  
Date Adam O'Hern  
Adam O'Hern

State of CALIFORNIA )  
County of LOS ANGELES )

I do hereby certify that Adam O'Hern, personally known to me to be the same person who signed the foregoing instrument, appeared before me this day and acknowledged that said instrument was signed and delivered as the free and voluntary act of Adam O'Hern, for the uses and purposes therein set forth.

Given under my hand and seal, this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_\_.

\_\_\_\_\_  
Notary Public

\*\*\*\*\*

20 JAN 2011  
Date

Riley Wilkinson  
Riley Wilkinson

State of CALIFORNIA )  
County of LOS ANGELES }

I do hereby certify that Riley Wilkinson, personally known to me to be the same person who signed the foregoing instrument, appeared before me this day and acknowledged that said instrument was signed and delivered as the free and voluntary act of Riley Wilkinson, for the uses and purposes therein set forth.

Given under my hand and seal, this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_.

\_\_\_\_\_  
Notary Public

\*\*\*\*\*

31 Jan 2011  
Date

Jessie Cho  
Jessie Cho

State of California )  
County of Los Angeles }

I do hereby certify that Jessie Cho, personally known to me to be the same person who signed the foregoing instrument, appeared before me this day and acknowledged that said instrument was signed and delivered as the free and voluntary act of Jessie Cho, for the uses and purposes therein set forth.

Given under my hand and seal, this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_.

\_\_\_\_\_  
Notary Public