

## PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Young Harvill</td> <td>10/25/2007</td> </tr> <tr> <td>Minh Thai</td> <td>10/25/2007</td> </tr> <tr> <td>Robert Irven Beaver III</td> <td>10/25/2007</td> </tr> </tbody> </table>		Name	Execution Date	Young Harvill	10/25/2007	Minh Thai	10/25/2007	Robert Irven Beaver III	10/25/2007
Name	Execution Date								
Young Harvill	10/25/2007								
Minh Thai	10/25/2007								
Robert Irven Beaver III	10/25/2007								
RECEIVING PARTY DATA									
Name:	Zazzle.com, Inc.								
Street Address:	1900 Seaport Boulevard								
City:	Redwood City								
State/Country:	CALIFORNIA								
Postal Code:	94063								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13464551</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13464551				
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Application Number:	13464551								
CORRESPONDENCE DATA									
Fax Number:	(650)687-1183								
Phone:	650-833-2055								
Email:	timothy.lohse@dlapiper.com								
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>									
Correspondent Name:	Timothy W. Lohse								
Address Line 1:	2000 University Avenue								
Address Line 2:	DLA Piper LLP (US)								
Address Line 4:	East Palo Alto, CALIFORNIA 94303								
ATTORNEY DOCKET NUMBER:	352432-991111								
NAME OF SUBMITTER:	Timothy W. Lohse								
Total Attachments: 4 source=991110_Assignment#page1.tif source=991110_Assignment#page2.tif source=991110_Assignment#page3.tif source=991110_Assignment#page4.tif									

CH \$40.00 13464551

ASSIGNMENT

WHEREAS, Young HARVILL, Minh THAI, and Robert Irven BEAVER III made certain inventions or discoveries (or both) set forth in an Application for Letters Patent of the United States of America entitled

PRODUCT MODELING SYSTEM AND METHOD

\_\_\_\_\_ issued as U.S. Patent No. \_\_\_\_\_  
\_\_\_\_\_ filed as Serial No. \_\_\_\_\_ on \_\_\_\_\_  
X \_\_\_\_\_ filed herewith

WHEREAS, Zazzle.com, Inc., a corporation of the State of California and whose address is 1900 Seaport Blvd., Fourth Floor, Redwood City, California 94063 and who, together with its successors and assigns is hereinafter called "Assignee", is desirous of acquiring the entire right, title and interest together with the benefits and privileges hereinafter recited;

NOW, THEREFORE, for valuable consideration furnished by Assignee to me, receipt and sufficiency of which I hereby acknowledge, effective as of the date signed, I hereby, without reservation;

1. Assign, transfer and convey to Assignee the entire right, title and interest together with the benefits and privileges in and to said inventions and discoveries, said Application for Letters Patent or similar forms of protection of the United States of America, and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries, or upon said application, and any and all Letters Patent, reissues and extensions of Letters Patent or similar forms of protection granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;

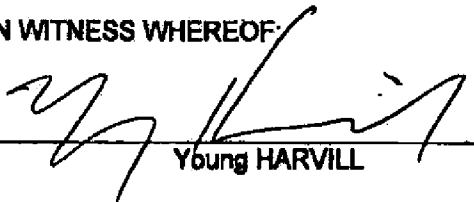
2. Authorize Assignee to file patent applications in any or all countries or groups of countries on any or all of said inventions and discoveries in our name or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or any other relevant convention or treaty or otherwise;

3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of the entire right, title and interest therein, or otherwise as Assignee may direct;

4. Warrant that I have not knowingly conveyed to others any rights in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that I have good right to assign the same to Assignee without encumbrance;

5. Bind my heirs, legal representatives and assigns, as well as myself, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to me or them, all acts reasonable serving to assure that said inventions and discoveries, said patent applications and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by me, my heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to me relating to said inventions and discoveries or the history thereof, and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in my control or in the control of my heirs, legal representatives or assigns which may be useful for establishing any facts of my conceptions, disclosures, and reduction to practice of said inventions or discoveries.

IN WITNESS WHEREOF:

  
\_\_\_\_\_  
Young HARVILL

Oct 25 2007  
\_\_\_\_\_  
Date

STATE OF CALIFORNIA    )  
  ) ss.  
COUNTY OF \_\_\_\_\_)

On \_\_\_\_\_ before me, \_\_\_\_\_  
Notary Public, personally appeared Young Harvill, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies) and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

Witness my hand and official seal.

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

(Seal)

  
\_\_\_\_\_  
Minh THAI

10/25/07  
\_\_\_\_\_  
Date

STATE OF CALIFORNIA    )  
                                  ) ss.  
COUNTY OF SANTA CLARA    )

On \_\_\_\_\_ before me, \_\_\_\_\_  
Notary Public, personally appeared Minh Thai, personally known to me (or proved to me  
on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to  
the within instrument and acknowledged to me that he/she/they executed the same in  
his/her/their authorized capacity(ies) and that by his/her/their signature(s) on the instrument the  
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

Witness my hand and official seal.

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

(Seal)

  
\_\_\_\_\_  
ROBERT IRVEN BEAVER III

\_\_\_\_\_  
10-25-2007  
Date

STATE OF CALIFORNIA    )  
                                  ) ss.  
COUNTY OF SANTA CLARA    )

On \_\_\_\_\_ before me, \_\_\_\_\_,  
Notary Public, personally appeared Robert Irven Beaver III, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies) and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

Witness my hand and official seal.

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

(Seal)