

11-19-2002



Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

102285529

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

INCONTROL SYSTEMS, INC

- Individual(s) Association General Partnership Limited Partnership Corporation-State TEXAS Other

11-7-02

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: OCTOBER 24, 2002

2. Name and address of receiving party(ies)

Name: A.G. INDUSTRIES, INC.

Internal Address: ONE AMERICAN ROAD

Street Address:

City: CLEVELAND State: OHIO Zip: 44144

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State NORTH CAROLINA Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,386,300

Additional number(s) attached Yes No

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

Name: JOANNE MCMAHAN

Internal Address: LEGAL DEPARTMENT AMERICAN GREETINGS CORP.

Street Address: ONE AMERICAN ROAD

City: CLEVELAND State: OHIO Zip: 44144

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

01-1410

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

JOANNE MCMAHAN

Name of Person Signing

Joanne McMahon

Signature

10-30-02

Date

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

4

ASSIGNMENT

WHEREAS, INCONTROL SYSTEMS, INC., a Texas corporation, having its principal place of business at 826 Office Park Circle, Lewisville, Texas 75057 (hereinafter Assignor), has adopted and is using the trademarks, service mark, domain names, business names and/or trade names, set forth in Exhibit A attached hereto and made a part hereof, for which it owns the corresponding registrations as set forth in said Exhibit A, if any, (hereinafter collectively referred to as the Marks); and

WHEREAS, Assignor owns the entire right, title and interest in and to the Marks and registrations, if any; and

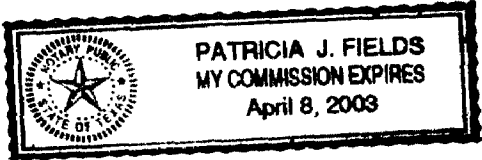
WHEREAS, A.G. Industries, Inc., a North Carolina corporation, having its principal place of business at One American Road, Cleveland, Ohio 44144 (hereinafter Assignee), is desirous of acquiring the Marks, along with any corresponding registrations and the goodwill of the business associate therewith;

NOW, THEREFORE, for good and valuable consideration, the adequacy and receipt of which is acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee, its successors or assigns, the entire right, title and interest in and to the Marks set forth in said Exhibit A, throughout the world and in perpetuity, together with so much of the goodwill of the business in connection with which each of the Marks is used and which is symbolized by the Marks, the corresponding registrations, and the right to sue and to recover from third parties for past infringement.

INCONTROL SYSTEMS, INC.  
("Assignor")

By: John Lanning

Title: PRESIDENT



STATE OF TEXAS            )  
  ) ss.:  
COUNTY OF DENTON        )

On this 24th day of October, 2002, before me personally appeared John Lanning, who acknowledged to me that he/she is an officer of the above-identified Assignor, and that he/she is authorized to execute this document on behalf of Assignor.

# **Exhibit A**

## TRADEMARKS/SERVICE MARKS

The Interactive Advantage<sup>sm</sup>

## TRADE NAMES

The following are tradenames we've used but not registered.

- MicroGuide
- MidiGuide
- MaxiGuide
- TuffGuide
- VideoGuide
- ButtonGuide
- MultiGuide
- Music Browser Systems
- Intelligent Switching System

## DOMAIN NAMES

[www.incontrolsystems.com](http://www.incontrolsystems.com)  
[www.incontrol-usa.com](http://www.incontrol-usa.com)  
[www.incontrol-systems.com](http://www.incontrol-systems.com)