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U.S. Department of Commerce
Patent and Trademark Office

HEET

Attorney Doc. #: MDI 0543 PUS

1. Name(s) of conveying party(ies):

Ronald E. Grewe and Brian J. Hillstrom

2. Name and address of receiving party(ies):

Marketing Displays, Inc.
38271 W. Twelve Mile Road
Farmington Hills, Michigan 48331-3041

Additional name(s) & address(es) attached: Yes X No

3. Nature of conveyance:

 X Assignment Merger Security Agreement
 Change of Name Other

Execution Date: March 4, 1998

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

Application Serial No(s).: 08/926,847 Patent No(s).:

If this document is being filed together with a new application, the execution date of the application is:

5. Total number of applications and patents involved: 1

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

John A. Artz
LYON & ARTZ
28333 Telegraph Road
Suite 250
Southfield, Michigan 48034

04/02/1998 SEARCHED SERIALIZED INDEXED FILED (37 CFR § 3.41): \$ 40.00
02 FC1561 44.00 SP

8. X The Commissioner is hereby authorized to charge any deficiency in the payment of the required fee or credit any overpayment to Deposit Account No. 50-0476

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

John A. Artz
Name of Person Signing

[Signature]
Signature

3/26/98
Date

Fee OK

ASSIGNMENT OF APPLICATION

WHEREAS, we, Ronald E. Grewe and Brian J. Hillstrom of Novi, Michigan and Milford, Michigan, respectively, hereafter referred to as applicants, have invented certain new and useful improvements in:

ROUND COLUMN CLADDING SYSTEM

X for which an application for a United States Patent was filed on
Sept. 10, 1997, Application Serial No. 08/926,847

_____ for which an application for a United States Patent was executed on
_____, and

WHEREAS, Marketing Displays, Inc. of Farmington Hills, Michigan herein referred to as "assignee" whose post office address is 38271 W. Twelve Mile Road, Farmington Hills, Michigan 48331-3041 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, we, the applicants, by these presents do sell, assign and transfer unto said assignee the full and exclusive right to the said invention, both domestic and foreign, and the entire right, title and interest in and to any and all Patents which may be granted therefor, both domestic and foreign, we 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 ourselves had this assignment and sale not been made.

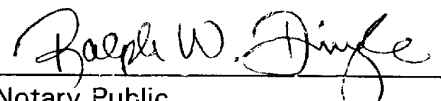
AND we hereby represent and warrant that we have not granted any rights inconsistent with the rights granted herein.



Ronald E. Grewe

State of _____) ss:
County of OAKLAND)

Before me personally appeared Ronald E. Grewe, and acknowledged the foregoing instrument to be his free act and deed this 4th day of MARCH, 1998.



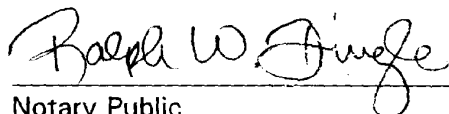
Notary Public



Brian J. Hillstrom

State of _____) ss:
County of OAKLAND)

Before me personally appeared Brian J. Hillstrom, and acknowledged the foregoing instrument to be his free act and deed this 4th day of MARCH, 1998.



Notary Public

RALPH W. DINGLE
NOTARY PUBLIC - OAKLAND COUNTY, MI
MY COMMISSION EXPIRES 06/02/99