

05-18-1998

COVER SHEET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

Tab settings

To the Honorable Commissioner

100714120

The attached original documents or copy thereof.

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

Paul G. Begum

Mark A. Geiger

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

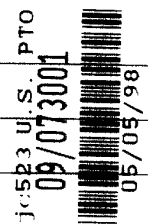
## 2. Name and address of receiving party(ies)

Name: KLEVER-MARKETING, INC.

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

Street Address: 350 West 300 South, Suite 201

City: Salt Lake City State: UT ZIP: 84101

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

## 3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other \_\_\_\_\_

Execution Date: \_\_\_\_\_

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

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

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☐ No

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

Name: Richard Esty Peterson

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

Street Address: 1990 N. California Blvd.,  
Suite 720

City: Walnut Creek State: CA ZIP: 94596

## 6. Total number of applications and patents involved:

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

☒ Enclosed☐ Authorized to be charged to deposit account

## 8. Deposit account number:

02-2273

(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.

RICHARD ESTY PETERSON

Name of Person Signing

Signature

5 May 1998

Date

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

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents &amp; Trademarks, Box Assignments

Washington, D.C. 20231

PATENT  
FRAME: 0264

ASSIGNMENT

WHEREAS, We, Paul G. Begum of 2608 Nottingham, Salt Lake City, Utah 84108, and Mark A. Geiger of 930 E. Lilypad Bay, Draper, Utah 84020 are the inventors of a new and useful

TRIGGER UNIT FOR SHOPPING CART DISPLAY

for which we have applied for Letters Patent of the United States, the said invention being fully described in and identified by the specification and drawings in my application for Letters Patent of the United States, executed by us in the City of Salt Lake, County of Salt Lake, State of Utah, on the \_\_\_\_ day of \_\_\_\_\_, 1998, Serial No. \_\_\_\_\_, filed \_\_\_\_\_; and

WHEREAS, KLEVER-MARKETING, INC., a Utah Corporation, with principal offices at 350 West 300 South Suite 201, Salt Lake City, UT 84101 is desirous of acquiring the entire right, title and interest in and to the said invention and in and to the Letters Patent thereon, when granted, and in and to any and all improvements thereon;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN:

BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to us in hand paid and of other good and valuable consideration by me received from the said Klever-Marketing, Inc, the receipt whereof in full by me is hereby acknowledged, we, Paul G. Begum and Mark A. Geiger have sold, assigned, transferred, and set over and do by these presents sell, assign, transfer, and set over unto the said Klever-Marketing, Inc., its successors, and assigns, the entire right, title and interest in and to our said invention and in and to the Letters

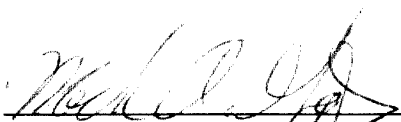
Patent thereon, for the whole of the United States and each and every foreign country, which may or shall be issued thereon, and in and to any and all improvements thereon;

**THE SAME TO BE HELD AND ENJOYED BY, Klever-Marketing, Inc.,** its successors and assigns, for its own use and behoof to the full end of the term for which the said Letters Patent shall or may be granted, as fully and entirely as the same might or could have been enjoyed by us had this assignment and sale not been made.

**AND WE HEREBY AUTHORIZE AND REQUEST** the Commissioner of Patents and Trademarks to issue the said United States Letters Patent on our said invention, when granted, unto our assignee, Klever Marketing, Inc., a Corporation, in accordance with this assignment.

**IT IS WITNESS WHEREOF,** we, the said **Paul G. Begum** and **Mark A. Geiger**, hereunto set our hands at and in the City of Salt Lake, County of Salt Lake, State of Utah, this 8 day of April 1998.

  
\_\_\_\_\_  
PAUL G. BEGUM

  
\_\_\_\_\_  
MARK A. GEIGER