

7-31-97



08-10-1998

65705 U.S. PTO

08/903903



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FORM PTO-1596
1-31-92

RE



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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Assistant Commissioner for Patents. Please record and index the attached original documents or copy thereof.

1. Name of conveying party(ies):
Allen E. Johnson

08/903903

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

Name: DCI Marketing, Inc.

Address: 2727 West Good Hope Road

City: Milwaukee State: WI Zip: 53209

3. Nature of Conveyance: Assignment

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

Execution Date: July 29, 1997

4. This document is being filed together with a new application. The execution date of the application is: July 29, 1997

NO ADDITIONAL NUMBERS ATTACHED.

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

Joseph A. Gemignani
Michael, Best & Friedrich
Suite 3300
100 East Wisconsin Avenue
Milwaukee, WI 53202-4108

6. Total number of applications and patents involved: 1

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

Enclosed

Deficiencies in fee charged to Deposit Account

8. Deposit account number: 13-3080

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.

Joseph A. Gemignani (Reg. No. 19,482)

Name of Person Signing

Signature

July 31, 1997

Date

Total number of pages including cover sheet, attachments, and document: 3

OMB No. 1551-0011 (exp. 4/94) R\FORM\ASSIGN.CS1

Attorney File 26011/9132

(10/02/1997 NVILLARI 00000042 08903903
03 FC:581 40.00 DP)

PATENT
REEL: 9364 FRAME: 0266

A S S I G N M E N T

For and in consideration of the sum of One Dollar
(\$1.00) to me:

Allen E. Johnson
6979 Lee Road
Hartford, Wisconsin 53027

paid by DCI Marketing, Inc. (hereinafter referred to as
"Assignee"), a Wisconsin corporation having its principal place
of business at:

2727 West Good Hope Road
Milwaukee, Wisconsin 53209

and for other valuable and sufficient consideration, receipt
whereof is hereby acknowledged, I hereby sell, assign and convey,
unto Assignee, its successors and assigns, my entire right, title
and interest -

(1) in and to an invention entitled "PRODUCT DISPLAY"
for which I have executed a United States patent application on
even date herewith;

(2) in and to said United States application, in and
to all other patent applications (including divisional,
continuation, continuation-in-part, §111(b) provisional, §111(a),
and reissue applications) based upon said invention, and in and
to the patent or patents to be granted thereon, including
reissues thereof, if any, 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 on said
invention now or hereafter 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 United States patent application and agree that any patent applications of any foreign countries which may be filed shall be filed in the name of my Assignee with a claim to priority based on said United States application.

And I hereby agree that I will, upon demand of Assignee, its successors or assigns, and without further consideration to me, 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 me.

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

Date: 7-29-97


Allen E. Johnson