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COVER SHEET

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

1. Name of conveying party(ies):

Börje Josefsson

Individual

Additional names(s) of conveying party(ies) attached? NO

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

HL Display AB
Horisontvägen 26
S-128 34 Stockholm, Sweden

(corporation of Sweden)

Additional name(s) & address(es) attached? NO

3. Nature of conveyance:

Assignment

Execution Date: March 19, 1998

09029366

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. Application No.(s)

09/029,361

B. Patent No.(s)

Additional numbers attached? NO

5. Name and address of party to whom
correspondence concerning document should
be mailed:OSTROLENK, FABER, GERB & SOFFEN, LLP
1180 Avenue of the Americas
New York, New York 10036-8403

6. Total number of documents involved: 1

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

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In the event the actual fee is greater than the payment submitted or is inadvertently not enclosed or if any additional fee due is not paid, the Patent and Trademark Office is authorized to charge the underpayment to Deposit Account No. 15-0700.

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8. 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.

Robert C. Faber

Name of Person Signing

Signature

August 17, 1998

Date

Total number of pages including cover sheet, attachments, and document: 2

08/20/1998 PVDLPE 00000124 09029366

02 FC:581

40.00 DP

PATENT
REEL: 9752 FRAME: 0469

WHEREAS, I (We), Borje JOSEFSSON

as assignor(s),
have invented certain improvements in ARRANGEMENT FOR DISPLAY HOOKS TO BE
MOUNTED ON A SUPPORT MEANS FOR EXPOSING ARTICLES IN SHOPS, STORES
AND THE LIKE for which an application for United States
Letters Patent has been executed by me (us) of even date herewith; and

WHEREAS, HL Display AB, Horisontvagen 26, S-128 34 Stockholm
Sweden

as assignee, is desirous of acquiring all right, title and interest in and to said
invention and any Patent that may be granted therefor.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and
val able consideration, the receipt of which is hereby acknowledged, I (We), as
assignor(s), hereby sell, assign and set over to said assignee the entire right, title and
interest for the United States and all other countries in and to said invention and the
aforesaid application for Patent, all original, divisional, continuation, substitute or
reissue applications and patents applied for or granted therefor in the United States and
all other countries, including all rights of priority from the filing of said application,
and all rights for past infringement, and the Commissioner of Patents and Trademarks is
hereby authorized and requested to issue all patents on said inventions or resulting
therefrom to said assignee herein, as assignee of the entire interest therein; and the
undersigned for myself (ourselves) and my (our) legal representatives, heirs and assigns
do hereby agree and covenant without further remuneration, to execute and deliver all
divisional, continuation, reissue and other applications for Patent on said inventions and
all assignments thereof to said assignee or its assigns, to communicate to said assignee
or its representatives all facts known to the undersigned respecting said inventions,
whenever requested, to testify in any interferences or other legal proceedings in which
any of said applications or patents may become involved, to sign all lawful papers, make
all rightful oaths, and to do generally everything necessary to assist assignee, its
successors, assigns and nominees to obtain patent protection for said invention in the
United States and all other countries, the expenses incident to said applications to be
borne and paid by said assignee.

Date: March 19, 1998


Börje Josefsson

Date: _____

Date: _____

Date: _____

LEGALIZATION RECOMMENDED