

ASSIGNMENT

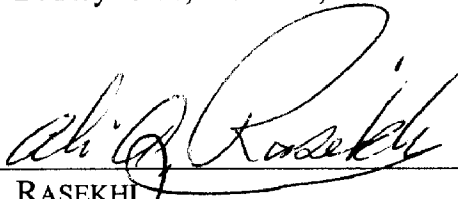
Randy B. Reynolds of 2194 East Country View Lane, Salt Lake City, Utah 84121 U.S.A., Ali A. Rasekhi of 2200 East 1700 South, Salt Lake City, Utah 84108 U.S.A. and George Allen Allred of 6747 South Springbrook Way, Salt Lake City, Utah 84121, U.S.A. have invented a POINT-OF-PURCHASE ADVERTISING BY A CANTILEVERED DISPLAY MECHANISM AND RELATED METHODS hereinafter called the "invention."

Preferred embodiments of said invention are disclosed in a United States Patent Application heretofore executed by us and now identified as File No. 7655 of Lynn G. Foster, Patent Attorney (U.S. Patent Office Registration No. 21,189) and filed in the United States Patent Office as Serial No. 09/239,918 on January 28, 1999. (We hereby authorize Lynn G. Foster to insert said Serial No. and filing date when known.)

Whereas, Randy B. Reynolds is desirous of acquiring the entire right, title and interest in and to said invention and the above-identified U.S. Patent Application for all countries of the world and any corresponding Patent Cooperative Treaty (PCT) application and all corresponding foreign patent applications and in and to any United States and/or foreign patents that may be granted therefor and in and to said application.

Now Therefore, in consideration of an in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Ali A. Rasekhi and George Allen Allred have sold, assigned and transferred and by these presents do hereby sell, assign and transfer unto Randy B. Reynolds the entire right, title and interest in and to the invention for all countries of the world and to the above-identified U.S. Patent Application and any corresponding PCT patent application and all corresponding foreign patent applications and in and to any United States and/or foreign Letters Patent that may be granted therefor and on and to any divisions, reissues, continuations and extensions thereof, all said rights to be held and enjoyed by Randy B. Reynolds for his own use and enjoyment and for the use and enjoyment of his heirs, successors, and assigns to the full and end of the term of terms for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by Ali A. Rasekhi and George Allen Allred if this assignment, transfer and sale had not been made.

Ali A. Rasekhi and George Allen Allred hereby authorize and request the Commissioner of Patents and Trademarks to issue assignee, Randy B. Reynolds, of their entire right, title and interest in and to the same for the sole use and enjoyment of Randy B. Reynolds, his heirs, successors and assigns.

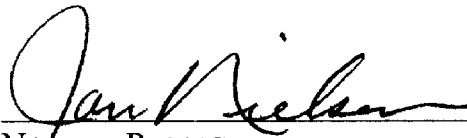

ALI A. RASEKHI

Date: Jan 26/1999

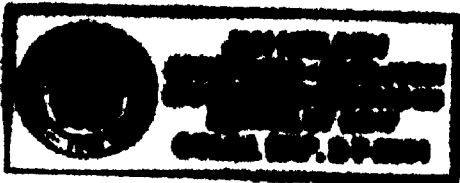

GEORGE ALLEN ALLRED

STATE OF UTAH)
 :SS.
COUNTY OF SALT LAKE)

On January 26, 1999, before me personally appeared Ali A. Rasekhi and George Allen Allred, known to me to be the persons described and who signed the annexed Assignment in my presence and acknowledged under oath before me that they have read the same and know the contents thereof and that they executed the same as their free act and deed and for the purposes set forth therein.


NOTARY PUBLIC

[SEAL]



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