Tab settings □ □ □ ▼	∀ ▼ ▼	
To the Honorable Commissioner of Patents and Traceman.	attached original documents or copy thereof.	
1. Name of conveying party(ies): Ali A. Rasekhi George Allen Allred 2200 East 1700 So. 6747 S. Springbrook Salt Lake City, UT 84108 SLC, UT 84121 Additional name(s) of conveying party(ies) attached? Yes Y No		
3. Nature of conveyance:		
	Street Address: 2194 E. Country View Lane	
☐ Security Agreement ☐ Change of Name		
□ Other	City: Salt Lake City State: UT ZIP: 84121	
Execution Date: January 26, 1999	Additional name(s) & address(es) attached? ☐ Yes X No	
Application number(s) or patent number(s):		
If this document is being filed together with a new application	on, the execution date of the application is:	
A. Patent Application No.(s)	B. Patent No.(s)	
09/239,918		
Additional numbers a	ittached? ☐ Yes ᡯ No	
Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and patents involved:	
Name: Lynn G. Foster	7. Total fee (37 CFR 3.41)\$ 40.00	
Internal Address: FOSTER & FOSTER	☐ Enclosed	
	XIXI Authorized to be charged to deposit account	
Street Address: 602 East 300 South	8. Deposit account number:	
City: Salt Lake City State: UT ZIP: 84102	(Attach duplicate copy of this page if paying by deposit account)	
DO NOT US	E THIS SPACE	
the original document.	nation is true and correct and any attached copy is a true copy of	
Lynn G. Foster Name of Person Signing	Signature Date	
	cover sheet, attachments, and document: 35	

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.

PATENT REEL: 9801 FRAME: 0762

Ali A. Rasekhi and Ge Patents and Trademarks to iss in and to the same for the sole assigns.	ue assignee, Randy B.		ight, title and interest
		ALI A. RASEKHI	osekle
Date: <u>San 26</u>	/1999	GEORGE ALLEN ALLRED	lin Allred
STATE OF UTAH)		
	:SS.		
COUNTY OF SALT LAKE)		
On Juneary 26 Allen Allred, known to me to my presence and acknowledge contents thereof and that they forth therein.	be the persons describ ged under oath before	me that they have read the	nexed Assignment in e same and know the
		Norary Public	en-
		119111111100000	

[SEAL]

RECORDED: 03/05/1999

1999\REYNOLDS\7655.ASN