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FORM PTO-1595
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QMB No. 0651-0011 (exp. 4/94)

RECOR



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office
Atty. Docket No. 2762-014

To the Assistant Commissioner for Patents: F

101073530

ments or copy thereof.

1. Name of conveying party(ies):
Thomas A. Jennings
Theodore A. Pierce
Eugene C. Pierce
Stephen E. Bertrand
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: Decision Point Marketing, Inc.
Internal Address:

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other
Execution Date: June 10, 1999

Street Address: 4410-99 Providence Lane
City: Winston-Salem State: NC Zip: 27106
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration numbers(s):
If this document is being filed together with a new application, the execution date of the application is: _____
A. Patent Application No.(s)
09/301,709
Additional numbers attached? Yes No

B. Patent No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:
Name : RHODES & MASON, P.L.L.C. .
Internal Address: P.O. Box 2974
Greensboro, NC 27402
Street Address: 1600 First Union Tower
300 North Greene Street
City: Greensboro State: NC Zip: 27401

6. Total number of applications and patents involved: 1
7. Total fee (37 CFR 3.41): \$40.00
 Enclosed
 Authorized to be charged to deposit account
8. Deposit account number:
18-1164
(Attach duplicate 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.
Donna Cottelli
Name of Person Signing

Signature
June 16, 1999
Date

Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks, Box Assignments
Washington, D.C. 20231

06/22/1999 NTHA11 00000112 09301709
01 FC:581 40.00 OP

ASSIGNMENT

This Assignment made by us, Thomas A. Jennings, a citizen of the United States of America, residing at 174 Wexham Road, City of Winston-Salem, County of Forsyth, State of North Carolina, and Theodore A. Pierce, a citizen of the United States of America, residing at 6717 Kennette Drive, City of Pfafftown, County of Forsyth, State of North Carolina, and Eugene C. Pierce, a citizen of the United States of America, residing at 3230 Builtwell Road, City of Greensboro, County of Guilford, State of North Carolina, and Stephen E. Bertrand, a citizen of the United States of America, residing at 49920-O Thales Road, City of Winston-Salem, County of Forsyth, State of North Carolina, hereinafter referred to as assignors.

WITNESSETH: That,

WHEREAS, we are the joint inventors of certain new and useful improvements in **POINT-OF-SALE CHILLED PRODUCT HOUSING** for which we have made an application for Letters Patent of the United States, application serial number 09/301,709 filed April 29, 1999, and

WHEREAS, Decision Point Marketing, Inc., a corporation duly organized and existing under the laws of the State of North Carolina and having a principal place of business in Winston-Salem, County of Forsyth, State of North Carolina, hereinafter referred to as assignee, is desirous of acquiring the entire right, title and interest in and to said invention as described in the specification executed by us concurrently herewith, and any and all Letters Patent which shall be granted therefor;

NOW, THEREFORE, To All Whom It May Concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we, the said assignors, have sold, assigned, transferred and set over unto the said assignee, its successors

and assigns, the entire right, title and interest in and to the above-mentioned application and invention and in and to any and all Letters Patent of the United States which may hereafter be granted therefor, and in any and to any and all continuations, continuations-in-part, substitutions, divisions or reissues of said Letters Patent, the same to be held and enjoyed by the said assignee, for its interest, and for its own use and behalf, and the use and behalf of its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by us had this assignment and sale not been made.

And for the consideration aforesaid, we hereby covenant and agree to and with the said assignee, its successors and assigns, that at the time of the execution and delivery of these presents we are the joint and lawful owners of the entire right, title and interest in and to the invention, application and Letters Patent above-mentioned and that the same are unencumbered, and that we have good right and lawful authority to sell and convey the same in the manner herein set forth.

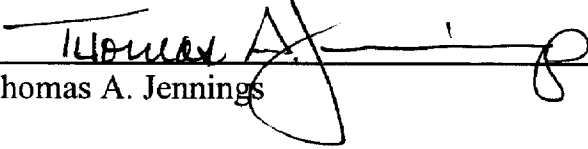
And for the consideration aforesaid, we hereby covenant and agree to and with the said assignee, its successors and assigns, that we will, whenever its counsel or the counsel of its successors and assigns, learned in the law, shall advise that an amendment, division, continuation, continuation-in-part, or substitution of, or any other proceeding in connection with said application, including interference proceedings, is lawful and desirable, sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for the procurement of valid Letters Patent for said invention, or for the reissue of the same without charge to our said assignee, its successors or assigns, but at its or their expense.

We hereby request the Assistant Commissioner for Patents to issue the Letters Patent in accordance with this instrument.

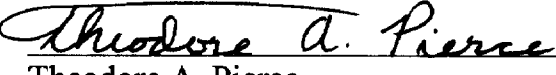
For the consideration aforesaid, we have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto the said assignee, its successors, assigns or nominee, the entire right, title and interest in and to any and all Letters Patent for said invention which may be granted in countries foreign to the United States and in and to any applications for Letters Patent which may be filed for said invention in countries foreign to the United States and in and to the invention described in said application; and we hereby authorize and empower the said assignee, its successors, assigns or nominees to apply for Letters Patent or other form of protection on said invention in its own name or in the name of its successor, assignee, or nominee, in any and all countries where it may desire to file such application and where said application may be filed by another than the inventor; and we hereby covenant and agree to sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for procurement of Letters Patent, or other form of protection, for said invention or inventions in countries foreign to the United States, and for further investing or confirming the right and title therein to the assignee, its successors, assignee, or nominee, without charge to our said assignee, its successor, assignee or nominee, but at its or their expense.

IN WITNESS WHEREOF, we have hereunto set our hands and seals on the date(s)

indicated below.


Thomas A. Jennings

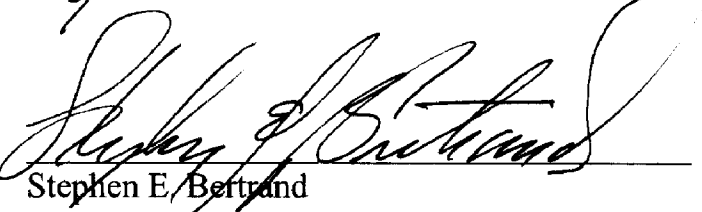
Date: 6/10/99


Theodore A. Pierce

Date: 6/10/99


Eugene C. Pierce

Date: 6-10-99


Stephen E. Bertrand

Date: 6-10-99