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To the Honorable Commission of Pa

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1 original documents or copy thereof.

1. Name of conveying party(ies):

**Paul L. Flum, Christopher C. Bidwell
and Lionel D. Gillespie**

Additional name(s) of conveying Party(ies) attached? ☐ Yes ☒ No

2. Name and address of receiving party(ies)

Name: **Paul Flum Ideas, Inc.**Street Address: **11100 Linpage Place**City: **St. Louis** State: **MO** Zip: **63132**Additional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of Conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: **July 26, 1999**

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of this application is: _____

A. Patent Application No. 09/334,350

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: **Samuel Digirolamo****HAVERSTOCK, GARRETT & ROBERTS**Street Address: **611 Olive Street, Suite 1610**City: **St. Louis** State: **MO** Zip: **63101**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:

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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.

Samuel Digirolamo

Name of Person Signing

Signature

July 27, 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 & Trademarks, Box Assignments

Washington, D.C. 20231

PATENT
REEL: 010130 FRAME: 0209

07/30/1999 SARAYA 00000065 09334350
02 FC:581 40.00 DP


ASSIGNMENT

Whereas, We, PAUL L. FLUM, CHRISTOPHER C. BIDWELL and LIONEL D. GILLESPIE, citizens of the United States of America and residents, respectively, of the City of Ladue, County of St. Louis, and State of Missouri, City of Dunwoody, County of Dekalb and State of Georgia, and of the City of Atlanta, County of Fulton, and State of Georgia, have invented a new and useful improvement in **METHOD AND APPARATUS FOR CHANGING THE APPEARANCE OF A DISPLAY MERCHANDISER**, for which we are about to make application for Letters Patent of the United States; and whereas PAUL FLUM IDEAS, INC., a corporation duly organized under the laws of the State of Missouri and having its principal office and place of business at 11100 Linpage Place, St. Louis, Missouri 63132, is desirous of acquiring the entire interest in and to the said invention and in and to the Letters Patent to be obtained therefor.

Now, therefore, to all whom it may concern, be it known that for and in consideration of the sum of One Dollar (\$1.00) and other valuable considerations, to us in hand paid, the receipt of which is hereby acknowledged, we, the said PAUL L. FLUM, CHRISTOPHER C. BIDWELL, and LIONEL D. GILLESPIE have sold, assigned and transferred, and by these presents do sell, assign and transfer, unto the said PAUL FLUM IDEAS, INC., the whole right, title and interest in and to the said invention as fully set forth and described in the specification executed by us on this 26th day of July, 1999, preparatory to obtaining Letters Patent of the United States therefor, including all rights to file applications and obtain patents in other countries; and we do hereby authorize and request the Hon. Commissioner of Patents and Trademarks to issue the said Letters Patent to the said PAUL FLUM IDEAS, INC., as the

assignee of our entire right, title and interest in and to the same, for the sole use and behoof of
said PAUL FLUM IDEAS, INC., its successors or assigns.

Signed, this 26 day of July, 1999.


Paul L. Flum

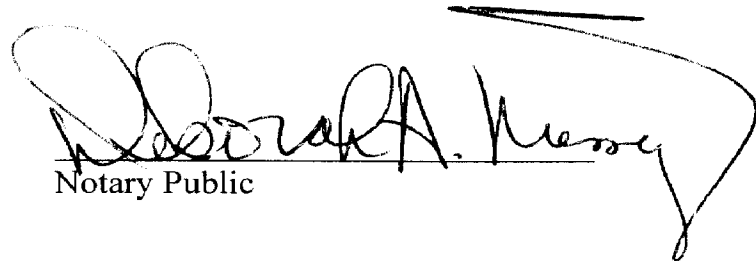
STATE OF Missouri,

SS:

COUNTY OF St. Louis,

On this 26 day of July, 1999, before me personally appeared Paul L. Flum, to me known to be the persons described in and who executed the foregoing instrument as their free act and deed.

In witness whereof, I have hereunto set my hand and affixed my notarial seal the day and year last above written.

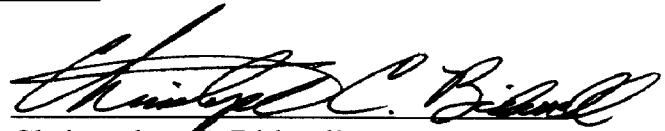

Notary Public

My commission expires:

(SEAL)

DEBORAH A. NIEMEYER
Notary Public — Notary Seal
STATE OF MISSOURI
St. Louis County
My Commission Expires: October 20, 2002

Signed, this 10TH day of MAY, 1999.


Christopher C. Bidwell

STATE OF GEORGIA,

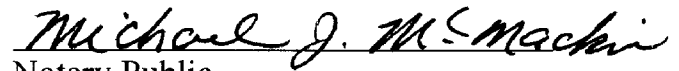
SS: 265-31-5568

COUNTY OF DEKALB,

On this 10th day of May, 1999, before me personally appeared _

Christopher C. Bidwell, to me known to be the persons described in and who executed the foregoing instrument as their free act and deed.

In witness whereof, I have hereunto set my hand and affixed my notarial seal the day and year last above written.

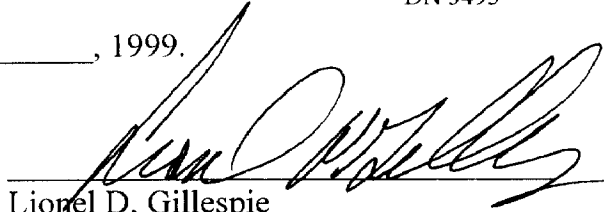

Notary Public

My commission expires: _____

(SEAL)

Notary Public, DeKalb County, Georgia
My Commission Expires Dec. 8, 2001

Signed, this 10 day of May, 1999.

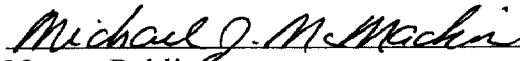

Lionel D. Gillespie

STATE OF Georgia
COUNTY OF Fulton,

SS: 569 507875

On this 10th day of May, 1999, before me personally appeared Lionel D. Gillespie, to me known to be the persons described in and who executed the foregoing instrument as their free act and deed.

In witness whereof, I have hereunto set my hand and affixed my notarial seal the day and year last above written.


Notary Public

My commission expires:

(SEAL.) Notary Public, DeKalb County, Georgia
My Commission Expires Dec. 8, 2001.