

MRD 9-17-99

09-21-1999

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To the Honorable Commissioner of Patents

101149076

Attached original documents or copy thereof.

1. Name of conveying party(ies):

JAMIE.D. BAUER

SEP 17 PM 12:20  
OPR/FINANCE

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

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Date: SEPTEMBER 21, 1998

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

Name: ADVERTISING DISPLAY COMPANY

Internal Address: \_\_\_\_\_

Street Address: 1200 VALLEY BROOK AVENUE

City: LYNDHURST State: NJ ZIP: 07071

Additional name(s) & address(es) attached? ☐ Yes ☐ No

4. Application number(s) or patent number(s): D401777

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

A. Patent Application No.(s)

B. Patent No.(s)

D401,777

Additional numbers attached? ☐ Yes ☒ No

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

Name: DONALD R. HEINER, ESQ.

Internal Address: \_\_\_\_\_

Street Address: 71 MOUNT VERNON STREET

City: RIDGEFIELD PARK State: NJ ZIP: 07660

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:

(Attach duplicate copy of this page if paying by deposit account)

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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.

09/20/1999 NTHAI1 00000329 D401777

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40.00 OP

DONALD R. HEINER, ESQ.  
REGISTRATION NUMBER: 27,559

PATENT  
REEL: 010231 FRAME: 0700

# ASSIGNMENT OF FILED APPLICATION

WHEREAS, I, JAMIE D. BAUER, of 553 Undercliff Avenue, Edgewater, New Jersey 07020, have invented a certain improvement in HORIZONTAL POINT-OF-PURCHASE DISPLAY STAND for which I have made application for Letters Patent of the United States, Application Number 29/064,131; and WHEREAS ADVERTISING DISPLAY COMPANY of 570 Sylvan Avenue, Englewood Cliffs, New Jersey 07632 is desirous of acquiring an interest therein:

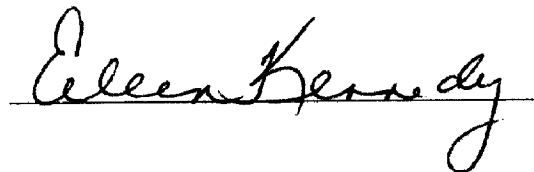
NOW, THEREFORE, in consideration of ONE AND NO/100 (\$1.00) DOLLAR, the receipt of which is hereby acknowledged, I, JAMIE D. BAUER, by these presents do sell, assign and transfer unto ADVERTISING DISPLAY COMPANY the full and exclusive right, for the territory of the United States of America, and for all foreign countries in and to said invention, as described in the application filed on the 23rd day of December, 1996, preparatory to obtaining Letters Patent of the United States therefore; said invention, application, and letters patent to be held and enjoyed by the said ADVERTISING DISPLAY COMPANY for its own use and behoof, and for its legal representatives, 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 by me had this Assignment and Sale not been made

Executed this 17<sup>th</sup> day of September, 1998



JAMIE D. BAUER

Subscribed and sworn to before me this 21 day of September, 1998.



EILEEN KENNEDY  
State of New Jersey  
Notary Public Commission  
Expires June 28, 2001