

06-08-2001

FORM PTO-1595  
DEPARTMENT OF COMMERCE  
(Rev. 6-93)  
OMB No. 0651-0011(4/94)



101743350

ATION FORM COVER SHEET

U.S.

TS ONLY Patent and Trademark Office

J0672 U.S. PTO  
09/871493

05/31/01

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Mark G. Geiger  
Paul G. Begum  
Sean McElroy  
Marlow Draney

05/31/01

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

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

Name: Klever Marketing, Inc.

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

Street Address: 350 West 300 South, #201

City: Salt Lake City State: Utah ZIP: 84101

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

3. Nature of conveyance:

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

Execution Date: May 31, 2001

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

If this document is being filed together with a new application, the execution date of the application is: May 31, 2001

A. Patent Application No.(s)

B. Patent No.(s)

09/871493

Additional numbers attached?  YES  NO

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

Name: Paul S. Evans

Street Address: 1661 Somerset Court

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

City: Farmington State: Utah ZIP 84025

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:

19-3542

06/05/2001 MAHME1 00000027 09871493

03 FC:581

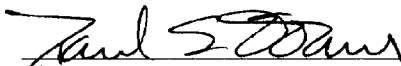
40.00 DP

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.*

Paul S. Evans

Name of Person Signing

  
Signature

5/31/01  
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, Box Assignments  
Washington, D.C. 20231**

Paul S. Evans  
1661 Somerset Court  
Farmington, Utah 84025

## A S S I G N M E N T

We, Mark G. Geiger, Paul G. Begum, Sean McElroy, and Marlow Draney of 930 E. Lilypad Bay, Draper, Utah 84020, 2608 Nottingham Way, Salt Lake City, Utah 84108, 258 Rawlins Lane, Draper, Utah 84020, and 5178 Lucky Clover Lane, Murray, Utah 84123, respectively, have invented a method and apparatus entitled ELECTRONIC SHOPPING CART DISPLAY SYSTEM, hereinafter called the "invention."

Embodiments of said invention are disclosed in a United States patent application executed concurrently herewith by me and now identified as File No. KLMK010 of the law firm of Paul Evans, P.C., 1661 Somerset Court, Farmington, Utah 84025, and filed in the United States Patent and Trademark Office as Serial No. \_\_\_\_\_ on \_\_\_\_\_. (We hereby authorize attorney Paul S. Evans to insert said serial number and filing date when known.) The Assignee, Klever Marketing, Inc., a corporation of the State of Utah, having a principal place of business at 350 West 300 South, Salt Lake City, Utah 84110, desires to secure the entire right, title and interest in said invention. In consideration of One Dollar (\$1.00) and other good and valuable consideration paid to us by the Assignee, the receipt and sufficiency of which we hereby acknowledge, WE HEREBY ASSIGN TO THE ASSIGNEE:

The entire right, title and interest in said invention in the above-identified United States patent application and in all divisions, continuations and continuations-in-part of said application, or reissues or extensions of Letters Patent or Patents granted thereon, and in all corresponding applications filed in countries foreign to the United States, and in all patents issuing thereon in the United States and Foreign countries.

The right to file foreign patent applications on said invention in its own name, wherever such right may be legally exercised, including the right to claim the benefits of the International Convention for such applications.

we hereby authorize and request the United States Commissioner of Patents and Trademarks, and such Patent Office officials in foreign countries as are duly authorized by their patent laws to issue patents, to issue any and all patents on said invention to the Assignee as the owner of the entire interest, for the sole use and behalf of the said Assignee, its successors, assigns and legal representatives.

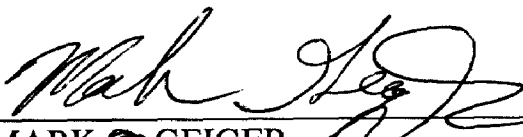
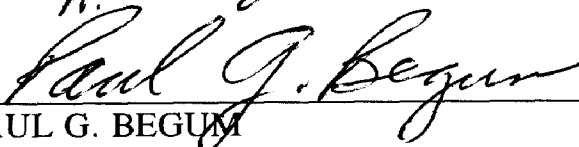
We hereby agree, without further consideration and without expense to us, to sign all lawful papers and to perform all other lawful acts which the Assignee may request of us to make this Assignment fully effective, including, by way of example but not of limitation, the following:

Prompt execution of all original, divisional, substitute, reissue, and other United States and foreign patent applications on said invention, and all lawful documents requested by the Assignee to further the prosecution of any of such patent applications.

Cooperation to the best of our ability in the execution of all lawful documents, the production of evidence, nullification, reissue, extension, or infringement proceedings involving said invention.

This assignment and agreement shall be binding upon our heirs and legal representatives.

Dated this 30 day of May, 2001.


  
\_\_\_\_\_  
MARK A. GEIGER  
  
\_\_\_\_\_  
PAUL G. BEGUM

*Sean McElroy*  
SEAN MCELROY

*Marlow Draney*  
MARLOW DRANEY

C:\WORK\Klever\KLMK010\assignment.frm

As witnessed before me, Stacylne  
J. Hoerner on this the 31st  
day of May, 2001

**STACYANN L. HOERNER**  
Notary Public  
State Of Utah  
My Commission Expires April 23, 2003  
480 E 300th St, Pleasant Grove, UT 84062

*Stacylne Hoerner*  
My commission  
expires 4/23/03