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Conveying Party(i 1. Stanley C. Vali 2. 3. 4. 5. 6. Mark if Addition	ulis	ying Parties Attached	Execution Date(s) May 5, 2001		
Receiving Party					
Name S Name Address Address Address	Southern Imperial, In 1400 Eddy Avenue Rockford City	<u>Illinois</u> State/Cou		<u>61131</u> Zip Code	
Mark if Additional Names of Receiving Parties Attached Correspondent Name and Address					
Michael N. Spink Leydig, Voit & Mayer, Ltd. 6815 Weaver Road, Suite 300 Rockford, Illinois 61114-8018 Pages Enter the total number of pages of the attached Application Number(s) or Patent Number(s) Enter either the Patent Application Number or the Patent Number (DO			Telephone: (815) 963-7661 Facsimile: (815) 963-7664 Attorney Docket No. 500937 conveyance document including any attachments: 5 Mark if additional numbers attached		
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Fee Amount for Properties Listed (37 CFR 3.41): Method of Payment: Enclosed is a check in the amount of \$40.00 Charge Deposit Account No. 12-1216 Authorization to Charge Additional Fees to Deposit Account No. 12-1216: Yes No					
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Michael N. Spink		Wich! N		August 15, 2001	ate E
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PATENT

REEL: 012091 FRAME: 0172

Leydig, Voit & Mayer, Ltd. Attorneys at Law 6815 Weaver Road Suite 300 Rockford, Illinois 61114-8018

ASSIGNMENT

WHEREAS, I, Stanley C. Valiulis, of 2869 Hanford Drive, Rockford, Illinois 61114, have invented and own a certain invention entitled:

LABEL HOLDER WITH SELECTIVELY ATTACHABLE SIGN HOLDER

for which invention I have executed an application (provisional or non-provisional) for a United States patent, which was filed on June 1, 2001, under Application No. 09/872,115, and

WHEREAS, Southern Imperial, Inc., of 1400 Eddy Avenue, Rockford, Illinois 61131 (hereinafter referred to as Assignee), a corporation of Illinois, is desirous of acquiring the entire domestic and foreign right, title, and interest in and under the invention described in the patent application.

Now, Therefore, for good and valuable considerations, the receipt and sufficiency of which are hereby acknowledged, I assign and transfer to the Assignee and the Assignee's legal representatives, successors and assigns the full and exclusive rights in and to the invention in the United States and every foreign country and the entire right, title, and interest in and to the patent application and other such applications (e.g., provisional applications, non-provisional applications, continuations, continuations-in-part, divisionals, reissues, renewals, and extensions) that may be filed in the United States and every foreign country on the invention, and the patents or extensions thereof, both foreign and domestic, that may issue thereon, and I do hereby authorize and request the Commissioner of Patents and Trademarks to issue United States patents to the above-mentioned Assignee agreeably with the terms of this assignment document.

I HEREBY AUTHORIZE the above-mentioned Assignee to insert in this assignment document the filing date and serial number of the application if the date and number are unavailable at the time this document is executed.

UPON SAID CONSIDERATION, I convey to the Assignee the right to make application in its own behalf for protection of the invention in countries foreign to the United States and to claim under the International Convention and/or other international arrangement for any such application the date of the United States application (or any other application on the invention) to gain priority with respect to other applications.

I DO HEREBY COVENANT and agree with the Assignee that I will not execute any writing or do any act whatsoever conflicting with the terms of this assignment document set forth herein, and that I will at any time upon request, without further or additional consideration, but at the expense of the Assignee, execute such additional assignments and other writings and do such additional acts as the Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this assignment, and render all necessary assistance in making application for and obtaining original, continuation, continuation-in-part, divisional, reissued, renewal, or extended patents of the United States or of any and all foreign countries on the invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, and by executing statements and other affidavits, it being understood

PATENT REEL: 012091 FRAME: 0173 In re Appln. of: Stanley C. Valiulis Attorney Docket No.: 500937

that the foregoing covenant and agreement shall bind, and inure to the benefit of, the assigns and legal representatives of all parties hereto.

IN WITNESS WHEREOF, I have hereunder set my hand this <u>05</u> day of

Stanley C. Valiulis

ASSGNSOL (Rev.11/16/1999)

2

PATENT REEL: 012091 FRAME: 0174