

09-06-2001



101834634

Box Assignments
Commissioner of Patents and Trademarks
Washington, D.C. 20231

9.4.01

-- 4

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

1. Name of conveying party(ies):
Robert Wallace PURSALL

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

2. Name and address of receiving party(ies):
Name: **Doity Engineering Limited**
Internal Address: _____

3. Nature of Conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: August 10, 2001

Street Address:
**Isherwood Street
Rochdale, Lancashire
OL11 1JF, United Kingdom**

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

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: _____
A. Patent Application No.(s)
09/05/2001 TDIAZ1 00000183 6116433
01 FC:581 40.00 DP

B. Patent No(s). **6,116,433 issued on September 12, 2000**

Additional numbers attached? Yes No

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

Customer No. 020210
Davis & Bujold, P.L.L.C.
Fourth Floor
500 North Commercial Street
Manchester NH 03101-1151
Telephone 603-624-9220
Facsimile 603-624-9229
E-mail: patent@davisandbujold.com

Attorney Docket: **CUNANT 1084US**

6. Total number of applications and patents involved: **1**

7. Total fee (37 CFR 3.41).....\$ 40.00
 is enclosed.
 was previously paid.
 Please charge any fee deficiency or credit any overpayment to our Deposit Account listed below.

8. Deposit account number:
04-0213
(Attach duplicate copy of this page if paying by deposit account)

9. Statement and signature.
To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.

Michael J. Bujold August 30, 2001
Name of Attorney of Record Signature Date

Attorney Registration No. 32,018 Total number of pages including cover sheet, attachments and document: [**4**]

ASSIGNMENT

THIS ASSIGNMENT is made on the 10th day of AUGUST 2001

BETWEEN

1. **Robert Wallace Pursall**, a British Subject of Brookfield, Llanfechain Powys SY22 6XD, United Kingdom (hereinafter referred to as '**The Assignor**') and
2. **Doity Engineering Limited**, a British Company of Isherwood Street, Rochdale Lancashire OL11 1JF, United Kingdom (hereinafter referred to as '**The Assignee**')

WHEREAS

A. **The Assignor** is the Registered Proprietor in respect of the Patents, Patent Applications and Design Registration, short particulars of which are given in Schedule 1 attached hereto, (hereinafter called the '**Intellectual Property**'), and

C. **The Assignor** has agreed to assign its interest in the **Intellectual Property** to **The Assignee**.

NOW THIS DEED WITNESSETH as follows:-

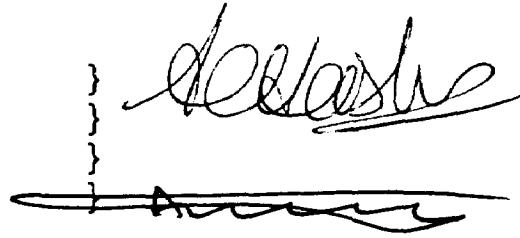
1. In consideration of the above premises and the sum of £1 now paid by **The Assignee** to **The Assignor** (the receipt whereof is hereby acknowledged) **The Assignor** assigns to the **The Assignee** its entire right, title and interest in the Patent Application TO HOLD the same unto the **The Assignee** absolutely to the intent that the **The Assignee** shall have those rights that **The Assignor** would have in the **Intellectual Property** including rights in any Patents granted under the Patent Applications.

IN WITNESS WHEREOF this Assignment is executed under hand by duly authorised representatives of the parties on the date first above written.

SIGNED BY
Robert Wallace Pursall
in the presence of:-

A handwritten signature in black ink, appearing to read 'R. Wallace Pursall', written over a horizontal line. To the left of the signature is a vertical dashed line.

SIGNED BY
for and on behalf of
Doity Engineering Limited
in the presence of:-

A handwritten signature in black ink, appearing to read 'Doity Engineering Limited', written over a horizontal line. To the left of the signature is a vertical dashed line.

Schedule 1.

Patent/Patent Applications

<i>Country</i>	<i>Title</i>	<i>Appln. No.</i>	<i>Patent No.</i>
Europe	NEWS AND MAGAZINE DISPLAY SYSTEM	97916552.9	
USA	NEWS AND MAGAZINE DISPLAY SYSTEM	09/171378	US6116433
UK	SHELF TREE	9814467.8	

Design Registration

<i>Country</i>	<i>Title</i>	<i>Appln. No.</i>	<i>Design Reg. No..</i>
UK	SHELF TREE	2075843	2075843