Form **PTO-1595** 

OMB No. 0651-0027 (exp. 5/31/2002)

(Rev. 03/01)

01-22-2003



EET

U.S. DEPARTMENT OF COMMERCE

U.S. Patent and Trademark Office

	102343	3890 ▼ ▼ **;
		: Please record the attached original documents or copy thereof.
	Name of conveying party(ies):	2. Name and address of receiving party(ies)
<b>(</b> )	Bidwell, Christopher; 12/9/02;	Name: Paul Flum Ideas, Inc.
Q´	Wood, Jonathan, M.; 12/9/02.	Ü
۲ -		Internal Address:
Ŋ		
•	Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No	
	Nature of conveyance:	7
	_	Street Address: 11100 Linpage Place
	☐ Security Agreement ☐ Change of Name	
	□ Othor	
	Other	
		City: St. Louis State: MO Zip: 63132
ĺ	Execution Date:12/9/02	Additional name(s) & address(es) attached? ☐ Yes ☒ No
	Application number(s) or patent number(s):	29174158
	If this document is being filed together with a new applic	eation, the execution date of the application is: 12/9/02
	A. Patent Application No.(s)	B. Patent No.(s)
	Additional numbers attached? ☐ Yes ☒ No	
	5. Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and patents involved:
	Name:Samuel Digirolamo	
ł		7. Total fee (37 CFR 3.41) \$40.00
i	Internal Address: Blackwell Sanders Peper Martin LLP	☐ Enclosed
		☐ Authorized to be charged to deposit account
ŀ		
		8. Deposit account number:
	Street Address: 720 Olive St., Ste. 2400	
01/2	2/2003 TDIAZ1 00000032 110160 29174158	11-0160
01 F	C:8021 (0,00 CH)	
	City: St. Louis State: MO Zip: 63101	
ŀ	DO NOT USE THIS SPACE	
ľ	9. Signature.	
	_	
ľ	C/W.	
	Samuel Digirolamo	135ANO3
	Name of Person Signing Sign	ature Date
		· · · · · · · · · · · · · · · · · · ·

Total number of pages including cover sheet, attachments, and documents: Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments Washington, D.C. 20231

## **ASSIGNMENT**

WHEREAS, Christopher Bidwell, a resident of Dunwoody, Georgia, and Jonathan M.

Wood a resident of Monroe, Georgia (hereinafter referred to as "Assignors"), have invented a

new, original and ornamental design for a PRODUCT MERCHANDISING SHELF AND

ASSEMBLY THEREOF for which Assignors are about to make application for Letters Patent in
the United States; and

WHEREAS, Assignors are the owners and in full possession of the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefore; and

WHEREAS, Paul Flum Ideas, Inc., (hereinafter referred to as "Assignee"), a corporation duly organized under the laws of the State of Missouri, having its principal office and place of business at 11100 Linpage Place, St. Louis, Missouri 63132, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefore; and

NOW, THEREFORE, for and in consideration of the sum of One Dollar (U.S. \$1.00) and other valuable considerations to Assignors paid by said Assignee, receipt of which is hereby acknowledged, Assignors do hereby sell, assign and transfer unto said Assignee, the entire right, title and interest in and to said invention as set forth and described in the application for Letters Patent filed herewith, including all rights to file applications and obtain patents in other countries, and in and to any and all Letters Patent, both United States and foreign, that may be granted therefore, and Assignors do hereby authorize and request the United States Assistant Commissioner of Patents and Trademarks to issue in accordance with this Assignment any and

STLD01-976903-1

PATENT REEL: 013665 FRAME: 0544

all Letters Patent that may be granted, either on said application or otherwise for said invention, to Paul Flum Ideas, Inc., as the Assignee of the entire right, title and interest in and to the same, for sole use and benefit of Paul Flum Ideas, Inc., its successors or assigns.

IN WITNESS WHEREOF, Assignor has hereunto set his hand and seal.

Dated: 12/9/02

STATE OF **COUNTY OF** 

On this 2 day of <u>Dec.</u>, 2002, before me, the undersigned, a Notary Public within and for the County and State aforesaid, personally appeared Christopher Bidwell to me known to be the person described in and who executed the foregoing instrument, and acknowledged that he executed the same as his free act and deed.

In Witness Whereof, I have hereunto attached my hand and notarial seal, at the County and State aforesaid on the day and year last above written.

2 of 3

Sahara Strond Carll

My Commission Expires: 830-04

BARBARA STROUD-CARROLL, Notary Public Henry County, Georgia My Commission Expires August 30, 2004

STLD01-976903-1

PATENT REEL: 013665 FRAME: 0545 IN WITNESS WHEREOF, Assignor has hereunto set his hand and seal.

Dated: DEC 9, 2002	Jonathan M. Wood		
STATE OF )	9S.		
COUNTY OF )	S.		
On this 2 day of, 2002, before me, the undersigned, a Notary Public within and for the County and State aforesaid, personally appeared Jonathan M. Wood to me known to be the person described in and who executed the foregoing instrument, and acknowledged that he			
executed the same as his free act			
In Witness Whereof, I have hereunto attached my hand and notarial seal, at the County and State aforesaid on the day and year last above written.			
	Barbara Strond-Cawll Notary Public		
My Commission Expires: 8-30-04			
BARBARA STROUD-CARROLL, Notan Henry County, Georgia My Commission Expires August 30, 1			

STLD01-976903-1

**RECORDED: 01/13/2003** 

3 of 3

**PATENT REEL: 013665 FRAME: 0546**