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

1-13-03

1. Name of conveying party(ies):

Bidwell, Christopher; 12/9/02;
Wood, Jonathan, M.; 12/9/02.

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

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____

Execution Date: 12/9/02

2. Name and address of receiving party(ies)

Name: Paul Flum Ideas, Inc.

Internal Address: _____

Street Address: 11100 Linpage Place

City: St. Louis State: MO Zip: 63132

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: 12/9/02

A. Patent Application No.(s) _____

B. Patent No.(s) _____

29174158

Additional numbers attached? Yes No

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

Name: Samuel Digirolamo

Internal Address: Blackwell Sanders Peper Martin LLP

Street Address: 720 Olive St., Ste. 2400

City: St. Louis State: MO Zip: 63101

6. Total number of applications and patents involved:

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

11-0160

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9. Signature.

Samuel Digirolamo
Name of Person Signing

Signature

13 JAN 03

Date

Total number of pages including cover sheet, attachments, and documents:

Mail documents to be recorded with required cover sheet information to:
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PATENT
REEL: 013665 FRAME: 0543

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JC072 U.S. PTO

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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

