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U.S. DEPARTMENT OF COMMERCE
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102368434

To the Honorable Commissioner of Patents

...ed original documents or copy thereof.

1. Name of conveying party(ies):

Boron, Andrew J.

02.07.03

2. Name and address of receiving party(ies)

Name: Paul Flum Ideas, Inc.

Internal Address:

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

3. Nature of conveyance:

☒ Assignment

☐ Merger

☐ Security Agreement

☐ Change of Name

☐ Other

Street Address: 11100 Linpage Place

City: St. Louis State: MO Zip: 63132

Execution Date: 01/29/03

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

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

29175704

If this document is being filed together with a new application, the execution date of the application is: 01/29/03

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:

Name: Samuel Digirolamo

Internal Address: Blackwell Sanders Peper Martin LLP

Street Address: 720 Olive St., Suite 2400

City: St. Louis State: MO Zip: 63101

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:

11-0160

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9. Signature.

Samuel Digirolamo

Name of Person Signing

Signature

FEB 03

Date

Total number of pages including cover sheet, attachments, and documents: 3

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

02/19/2003 BTOM11 00000105 110160 29175704

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PATENT
REEL: 013754 FRAME: 0463

ASSIGNMENT

WHEREAS, Andrew J. Boron, a resident of Belleville, Illinois, (hereinafter referred to as "Assignor"), has invented a new, original and ornamental design for a TRANSLUCENT PRODUCT HOLDING SHELF WITH INCLUSIONS for which Assignor is about to make application for Letters Patent in the United States; and

WHEREAS, Assignor is the owner 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 Assignor paid by said Assignee, receipt of which is hereby acknowledged, Assignor does 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 Assignor does hereby authorize and request the United States Assistant Commissioner of Patents and Trademarks to issue in accordance with this Assignment any and 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: 1/29/03

Andrew J. Boron
Andrew J. Boron

STATE OF MISSOURI)
) ss.
COUNTY OF ST. LOUIS)

On this 21 day of JANUARY, 2003, before me, the undersigned, a Notary Public within
and for the County and State aforesaid, personally appeared Andrew J. Boron 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.

Deborah A. Niemeyer
Notary Public

My Commission Expires:

