

08-04-2003

7-24-03



PATENT  
1946-D0002A RJB

102515024

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	George N. Kringel, <i>et al.</i>
Serial No. Pending	Filing Date: July <u>24</u> , 2003
Title of Application:	Display Tray for a Shelf Mounted Product Display Device

19587 U.S. PTO  
29/186932  
07/24/03

Box Assignment  
Assistant Commissioner for Patents  
Washington, DC 20231

**Patent Assignment Recordation Form Cover Sheet**

Dear Sir:

Please record the attached original document.

1. Name of conveying parties. George N. Kringel, Frank Calderazzo, Robert S. Fricchette, and Arthur A. Rotelli III.
2. Name and Address of Receiving Party. News America Marketing; 20 Westport Road; 1st Floor; Wilton, CT 06897-0818.
3. Nature of Conveyance: Assignment. Execution Dates: June 30, 2003, July 15, 2003 and July 16, 2003.
4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Richard J. Basile, Registration No. 40,501  
Attorney for Applicants  
ST.ONGE STEWARD JOHNSTON & REENS LLC  
986 Bedford Street  
Stamford, CT 06905-5619  
203 324-6155

Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment; Commissioner for Patents and Trademarks; Washington, DC 20231.

July 24, 2003

Charlotte E. Hanulik

07/28/2003 ZJUNAR1 00000044 29186932

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5. Application Number: This document is being filed together with a new application, which is also filed herewith.
6. Total Number of Applications Involved: 1.
7. Total Fee (37 CFR 3.41). \$40.00 due. This amount has been added to the Application fee which is enclosed.
8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 5. To the best of my knowledge and belief, the foregoing information is true and correct and any copy submitted herewith is a true copy of the original document.

Respectfully submitted,

July 24, 2003



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Richard J. Basile, Registration No. 40,501  
Attorney for Applicants  
ST.ONGE STEWARD JOHNSTON & REENS LLC  
986 Bedford Street  
Stamford, CT 06905-5619  
203 324-6155

## Assignment

**WHEREAS**, We, the undersigned inventors, have made certain inventions or discoveries (or both) as set forth in an application for Letters Patent of the United States of America, entitled **Display Tray for a Shelf Mounted Product Display Device**, which application is being filed herewith;

**WHEREAS**, News America Marketing, a corporation organized and existing under the laws of the State of Delaware, and having an office and place of business at 20 Westport Road; 1st Floor; Wilton, CT 06897-0818, and, together with its successors and assigns is hereinafter called "Assignee", and is desirous of acquiring the title, rights, benefits and privileges hereinafter recited;

**NOW THEREFORE**, for valuable consideration furnished by Assignee to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservation:

1. Assign, transfer and convey to Assignee the entire right, title and interest in and to said inventions and discoveries, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;

2. Authorize Assignee to file patent applications in any or all countries on any or all of said inventions and discoveries in our names or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or otherwise;

3. Authorize and request the Commissioner of Patents of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patents to Assignee, as assignee of the entire right, title and interest therein or otherwise as Assignee may direct;

4. Warrant that we have not knowingly conveyed to others any right in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to Assignee without encumbrance;

5. Bind our heirs, legal representatives and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonably serving to assure that said inventions and discoveries, said patent applications and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents, including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts

known to us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in our control or in the control of our heirs, legal representatives or assigns, which may be useful for establishing the facts of our conceptions, disclosures, and reduction to practice of said inventions and discoveries.

**IN WITNESS WHEREOF**, we, George N. Kringel, Frank Calderazzo, Robert S. Frichette, and Arthur A. Rotelli III, have hereunto set our hands and affixed our seals.

7/16/03  
Date

George N. Kringel  
**George N. Kringel**  
21 Burnham Hill Road  
Westport, CT 06880

**STATE OF** CONNECTICUT : **ss. WESTPORT**  
**COUNTY OF** FAIRFIELD :

On this 16<sup>TH</sup> OF JULY, 2003, before me personally came **George N. Kringel**, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

[Signature]  
Notary Public *My Commission Expires*  
*Oct. 31, 2004*

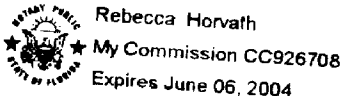
6/30/2003  
Date

Frank Calderazzo  
**Frank Calderazzo**  
1811 Englewood Road, #216  
Englewood, FL 34223

**STATE OF** FLORIDA : **ss.**  
**COUNTY OF** SARASOTA :

On this June 30, 2003, before me personally came **Frank Calderazzo**, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

Rebecca Horvath  
Notary Public



7/15/03  
Date

Robert S. Fricchette  
**Robert S. Fricchette**  
137 Horse Tavern Road  
Trumbull, CT 06611

STATE OF Connecticut : ss.  
COUNTY OF Fairfield :

On this 15th of July, 2003, before me personally came **Robert S. Fricchette**, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

**DIANE COLOVOS**  
**NOTARY PUBLIC**  
MY COMMISSION EXPIRES MAY 31, 2007

Diane Colovos  
Notary Public

7/15/03  
Date

Arthur A. Rotelli III  
**Arthur A. Rotelli III**  
1280 Merritt Street  
Fairfield, CT 06897-0818

STATE OF Connecticut : ss.  
COUNTY OF Fairfield :

On this 15th of July, 2003, before me personally came **Arthur A. Rotelli III**, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

**DIANE COLOVOS**  
**NOTARY PUBLIC**  
MY COMMISSION EXPIRES MAY 31, 2007

Diane Colovos  
Notary Public