

08-08-2003

Form PTO-1595

(Rev. 10/02)

7-29-03

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DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies):

Richard Hornbald

2. Name and address of receiving party(ies)

Name: DCI Marketing, Inc.

Internal Address: _____

Street Address: 2727 West Good Hope Road

City: Milwaukee State: WI Zip: 53209

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

3. Nature of conveyance:

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

Execution Date: July 29, 2003

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: July 29, 2003

A. Patent Application No.(s) _____

B. Patent No.(s) _____

29 187239

Additional numbers attached? Yes No

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

Name: Brian G. Gilpin

Internal Address: Godfrey & Kahn, S.C.

Street Address: 780 North Water Street

City: Milwaukee State: WI Zip: 53202

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 for any deficiencies.

8. Deposit account number:

07-1509

DO NOT USE THIS SPACE

9. Signature.

Brian G. Gilpin

Name of Person Signing

Brian G. Gilpin
Signature

July 29, 2003

Date

Total number of pages including cover sheet, attachments, and documents: 2

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

PATENT
REEL: 014348 FRAME: 0577

ASSIGNMENT
(U.S. and Foreign Rights)

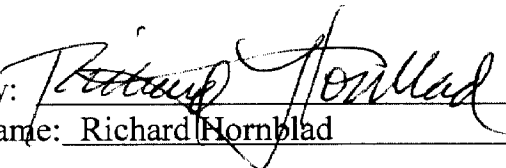
WHEREAS, I, Richard Hornblad (hereinafter referred to as ASSIGNOR), have invented a new, original, and ornamental design for a DISPLAY for which an application for a United States design patent was executed on July 29, 2003;

AND WHEREAS, DCI Marketing, Inc., a Wisconsin corporation having its principal place of business at 2727 West Good Hope Road, Milwaukee, WI 53209 (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire interest in, to, and under said invention and design and in, to, and under design patent, industrial design registration, utility model, or similar legal protection to be obtained therefor in the United States and in any and all foreign countries.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, and transfers to ASSIGNEE the full and exclusive right, title, and interest to said invention and design in the United States and its territorial possessions and in all foreign countries and to all design patents, industrial design registrations, utility models, or similar legal protections in the United States and its territorial possessions and in any and all foreign countries, to be obtained for said invention and design by said application or any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted.


Dated as of July 29, 2003

RICHARD HORNBLAD

By: 
Name: Richard Hornblad

Dated as of 7/28/2003.

DCI MARKETING, INC.

By: 
Name: David J. Goeb
Title: Vice President, Marketing

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