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Name of conveying party(ies); Paul Flum Ideas, Inc.	2. Name and address of receiving party(ies)
	Name: <u>Partnership for Innovation, LLC</u>
	Internal Address:
Additional name(s) of conveying party(ies) attached? ☐ Yes ☐ No	
3. Nature of conveyance:	7 <u></u>
⊠ Assignment ☐ Merger	Street Address:1004 Industrial Dr.
☐ Security Agreement ☐ Change of Name	
Other	City: <u>Owensville</u> State: <u>MO</u> Zip: <u>65066</u>
Execution Date: February 18, 2004	Additional name(s) & address(es) attached? Yes No
Application number(s) or patent number(s):	
If this document is being filed together with a new applic	ation, the execution date of the application is:
A. Patent Application No.(s)	B. Patent No.(s) Attached List
Additional numbers at	│ <u>itac</u> hed? ⊠ Yes No
5. Name and address of party to whom correspondence	6. Total number of application and patents involved:63
concerning document should be mailed:	
Name: <u>H. Frederick Rusche</u>	7. Total fee (37 CFR 3.41)\$
	☐ Enclosed
Internal Address: <u>Husch & Eppenberger, LLC</u>	,
	Authorized to be charged to deposit account
	8. Deposit account number:
Street Address: <u>190 Carondelet Plaza</u>	
Suite 600	
City: St. Louis State: MO Zip: 63105	(Attach duplicate copy of this page if paying by deposit account)
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9. Statement and signature.	
To the best of my knowledge and belief, the foregoing information is t document.	true and correct and any attached copy is a true copy of the original
H. Frederick Rusche	1. 1 3/1/04
Name of Person Signing	Signature Date
Total number of pages including cover shee	et, attachments, and documents:

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PAUL FLUM IDEAS, INC.

COUNTRY	REFERENCE#	TYPE	FILED	SERIAL#	ISSUED	PATENT#	STATUS
	TELL EXCLUSED		11666	OLIVINE	1030EB	TAILINI#	31A103
(Flum) GRAVITY	FEED DISPLAY SYS	STEMS AN	D CONV	ERSION MEAN	IS FOR OBTAI	NING SAN	1E
UNITED STATES	716139.44		3/20/1987	07/028,661	8/16/1988	4,763,796	ISSUED
(Flum) STACKARI	LE SHELVING SYST	rem					
CANADA	716139.		11/8/1965	494,882	6/6/1989	1,255,256	ISSUED
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(Flum et al) ADJUS UNITED STATES	FLU015		UNTIS H 9/12/1986	907,056	1/31/1989	4.801.025	ISSUED
				907,000	1/5/1/1909	4,601,025	ISSUED
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UNITED STATES	716139.127	NEW '	11/2/1987	115,718	6/5/1990	4,930,643	ISSUED
(Flum) PORDUCT	DISPLAY UNIT WI	TH MIRRO	DRED SII	DE PANELS			
UNITED STATES	716139.129	NEW '	1/9/1989	295,157	1/21/1992	D323,262	ISSUED
(Flum) ICE CHEST	(with projections)						
UNITED STATES	716139.131	NEW :	3/5/1990	488,773	6/9/1992	D326,801	ISSUED
Ælum) ነርቱ ሮ፱፱፪፻	(with flat graphics o			•			
UNITED STATES	716139.128		3/5/1990	489,471	6/9/1992	D326,800	ISSUED
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UNITED STATES	716139.94	NEW '	1/2/1992	07/824,296	4/6/1993	5,199,584	ISSUED
(Homann) HEADE	R UNIT FOR MERC	HANDISE	R				
UNITED STATES	716139.132	NEW 5	5/13/1991	07/699,244	4/20/1993	D334,859	ISSUED
(Homann) COMBI	NED COOLER AND	STORAG	E CONTA	AINER			
UNITED STATES	716139.133		10/4/1991	07/771,936	9/14/1993	D339,270	ISSUED
(Flum) PRODUCT	MERCHANDISING	. NISPI AV	SHELE	WITH EI EVIRI	E CHIDE CHA	NNET DIV	TINED MEANS
UNITED STATES	716139.134	NEW 7		08/087,670	10/4/1994	5,351,838	ISSUED
				•		0,001,000	IOGOLD
•	D GRAVITY FEED I						 _
UNITED STATES	716139.126	NEW 6	5/24/1993	08/082,038	5/23/1995	5,417,333	ISSUED
(Fowler) BASE FO	R CIRCULAR PROI	DUCT ME	RCHAND	ISING UNIT			
UNITED STATES	716139.120	NEW 3	3/1/1994	29/019.361	6/6/1995	D358,955	ISSUED
(Miller, Jr. et al) Cl	HANGE PANEL MO	UNTING I	DEVICE				
UNITED STATES	716139.121		0/12/1993	08/134,387	9/12/1995	5,448,644	ISSUED
(Paren et all ADIII	CTADI E CUEI E CII	DDADT 61	ግን ነገር የተ				
(PANIOU EL 91) WONE	716139.177		0/11/1994		9/19/1995	5,450,971	ISSUED
	110100.111			·			
UNITED STATES		וטיטווו עודדע	ER COOL	LER SHELF FO	R MERCHAND	ISING CO	LD PRODUCTS
UNITED STATES (Bidwell) PRODUC	CT DISPLAY UNIT V						
UNITED STATES (Bidwell) PRODUC	716139.122		//23/1994	29/020,287	4/2/1996	D368,396	ISSUED
UNITED STATES (Bidwell) PRODUC UNITED STATES		NEW 3	//23/1994	29/020,287		·	ISSUED
UNITED STATES (Bidwell) PRODUC UNITED STATES (Flum et al) VARIA	716139.122	NEW 3	M23/1994 CHANDI	29/020,287 SING DISPLAY		·	ISSUED

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COUNTRY	REFERENCE#	TYPE	FILED	SERIAL#	ISSUED	PATENT#	STATUS
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JNITED STATES	USTABLE SHELF SU FLU047		7/26/1995		7/2/4507	E C4E 400	tá a rec
MALLED STATES	FLUU4/	NEVV	112011995	06/506,908	7/8/1997	5,645,182	IŜŜUED
Flum et al) GRAV MANUFACTURIN	VITY FEED PRODUC NG THE SAME	CT MERC	CHANDISII	NG DISPLAY D	EVICE AND M	ETHOD FOR	
UNITED STATES	716139.111	NEW	4/9/1996	08/629,533	12/9/1997	5,695,075	ISSUED
(Harbour et al) PR	ODUCT MERCHAN	DISING I	INIT WITE	I VARIABLE/S	ELECTABLE P	RODUCT CA	PACITY
UNITED STATES	716139.82	NEW		08/838,992	6/8/1999	5,910,162	ISSUED
	VERHEAD GUIDE C IG DISPLAY UNITS	HANNEL	STABILIZ		OR USE IN ASS		
UNITED STATES	716139.110	NEW	10/30/1995	08/549,979	1/13/1998	5,706,956	JSSUED
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·	CT MERCHANDISIN		45/4/455=	20/072 004	- BHAMBE	D400 740	14.4.
UNITED STATES UNITED STATES	716139.125 716139.124	NEW DIV	10/1/1997 11/6/1998	29/077,281 29/096,180	3/16/1999 7/20/1999	D406,712 D412.078	ISSUED ISSUED
					.,_0,,003	D712,010	IOOOEU
<u> </u>	CT MERCHANDISIN						
UNITED STATES	716139.123	NEW	10/1/1997	29/077,282	4/13/1999	D407,928	ISSUED
PRODUCT MERC	HANDISING UNIT						
JNITED STATES	FLU058	NEW	9/25/1997	29/076,898	9/14/1999	D413,745	ISSUED
Ridwell et all PDC	DDUCT MERCHAND	NSINC U	NIT				
JNITED STATES	716139.68		9/25/1997	29/077,425	8/31/1999	D413,217	ISSUED
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	OD AND APPARATI				RANCE OF A D	ISPLAY MER	CHANDISER
UNITED STATES	716139.75	NEW	6/16/1999	09/334,350	4/2/2002	6,363,640	ISSUED
(Harbour) PRODU	JCT MERCHANDIŞI	NG DISP	LAY UNIT	WITH REPLA	CEABLE PROD	UCT GRAPH	IICS
UNITED STATES	716139.43		4/1/1998	09/053,572	11/7/2000	6,142,316	ISSUED
(Distance)) as all DDO	ANTICO MENOCITA NIN	ICINIO IN	COMMY AND THE				
(Bidwell et al) PRU UNITED STATES	DUCT MERCHAND				0,7710004	D404 040	
UNITED STATES	FLU063	NEW	6/5/1998	29/088,993	3/7/2000	D421,350	ISSUED
DISPLAY STAND	FOR MERCHANDIS	ING CH	LLED PRO	DUCTS AND T	THE LIKE		
JNITED STATES	716139.87	FCA	7/19/2000	09/619,304	11/12/2002	6,478,268	ISSUED
Miller) DOUBLE	SOCKET PRODUCT	MERCH	IANDISING	DISPLAV UN	IT		
JNITED STATES	716139.80	FCA	6/27/2001	09/892,338	2/18/2003	6,520,356	ISSUED
				, -			·OOOLD
	DRY CONTROL SYS						<u> </u>
UNITED STATES UNITED STATES	716139.96pt 716139.96	NEW CIP	3/21/2001 7/25/2002	09/814,207 10/06/LE53	11/5/2002	6,474,484	ISSUED
				10/064,553			PUBLISHED
	T MERCHANDISING	S ASSEM	BLY (vertic	al spacemaker (unit)		
JNITED STATES	716139.107	CIP	9/17/2001	09/953,598	7/8/2003	6,588,606	ISSUED
(Miller) PRODUC'	T MERCHANDISING	TINIT					
UNITED STATES	716139.116	NEW	6/6/2001	29/142,992	4/9/2002	D455,295	ISSUED
JNITED STATES	716139.143	DIV	10/9/2001	29/149,373	5/14/2002	D455,295 D457,014	ISSUED
JNITED STATES	716139.117	ÇIP	12/17/2001	10/022,986	11/4/2003	6,640,983	ISSUED
Miller) PRODUCT	MERCHANDISING	COOLE	R AND STA	ND			
JNITED STATES	716139.118		6/6/2001	29/142,997	7467000	D460 204	IOOUED
ON ILD OINIES	/ 10 10 p. 1 10	IAEAA	0/0/2001	231 142,331	7/16/2002	D460,291	ISSUED

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COUNTRY	REFERENCE#	TYPE	FILED	SERIAL#	ISSUED	PATENT#	STATUS	
(Miller) BEVERAGE	DOOR MERCHAN							
UNITED STATES	716139.108	NEW	4/13/2001	29/140,214	9/24/2002	D463,188	ISSUED	
DUAL PURPOSE PR	ODUCT MERCHA	NDISIN	G UNIT					
UNITED STATES	716139.119		12/21/2001	10/036,968	9/2/2003	6,612,123	ISSUED	
	e and medical	INTOTALO	N TENEDO					
PRODUCT STORAG	16139.105		2/4/2002	09/683.689	2/10/2004	6,688,478	ISSUED	
ONITED STATES	710139.103	INEAA	2/4/2002	09/003,009	2/10/2004	0,000,470	ISSUED	
(Miller, et al) RECYC	LING CONTAINE	R AND I	METHOD C	F MANUFACT	URE			
CANADA	716139.160	CEQ	10/29/2002	2,410,210	1/07/2004	C 684 060	PENDING	
UNITED STATES	716139.141	NEW	3/12/2002	10/063,019	1/27/2004	6,681,950	ISSUED	
MERCHANDISING I	DISPLAY COOLER	₹						
UNITED STATES	FLU081	NEW	1/26/1993	29/004,071	1/24/1995	D354,640	ISSUED	
PRODUCT MERCHA	ANDISING COOLE	R						
CANADA	716139.159	CEQ	10/30/2002	101060	10/7/2003	101,060	ISSUED	
CANADA	716139.178	CEQ	3/17/2003	2,422,512		·	PENDING	
UNITED STATES	716139.144	NEW		29/162,889	6/17/2003	D475,896	ISSUED	
UNITED STATES	716139.149	CIP	8/7/2002	10/064,696	10/28/2003	6,637,233	ISSUED	
PRODUCT MERCHA	ANDISING DISPLA	Y UNIT	WITH PU	LL THROUGH	FRONT WALL	MEMBERS		
UNITED STATES	716139.153	NEW	8/1/2002	10/064,636			PENDING	
PRODUCT DISPLAY	RACK (Versa Tow	ver Statio	on)					
UNITED STATES	716139.99		B/1/2002	10/064,637		 .	PENDING	
DD CARLLOT ARED OTT.	ANDIOINE OUELE							
		NEW	1/13/2003	20/17/ 156	2/3/2004	D/86 018	ISSUED	
	716139.161	NEW	1/13/2003	29/174,156	2/3/2004	D486,018	ISSUED	_
UNITED STATES PRODUCT MERCHA	716139.161 ANDISING SHELF	(Дупаті	ic Ribbon D	isplay with Stra	ight Shelf)	•		_
UNITED STATES PRODUCT MERCHA	716139.161	(Дупаті				D486,018 D485,714	ISSUED	
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Patent Report by Inven	ntion				Printed: 2/11/20	04 Page 4
COUNTRY	REFERENCE#	TYPE FILE) SERIAL#	ISSUED	PATENT#	STATUS
	PRODUČT HOLDING		•			
JNITED STATES	716139.174	NEW 2/7/20	003 29/175,700	1/27/2004	D485,716	ISSUED
FRANSLUCENT F	PRODUCT HOLDING	G SHELF WITI	HINCLUSIONS			
JNITED STATES	716139.175	NEW 2/7/20	003 29/175,684	1/27/2004	D465,715	ISSUED
TRANSLUCENT F	PRODUCT HOLDING	G SHELF WITE	I INCLUSIONS (Rec	tangular)		
UNITED STATES	716139,176	NEW 2/7/20	003 29/175,683	2/10/2004	D486,331	ISSUED
PRODUCT MERC	HANDISING DISPL	AV UNIT (Ribl	oon Cooler)			
CANADA	716139.182	CEQ 8/21/2				PENDING
UNITED STATES	716139.179	NEW 5/7/20	003 29/181,256			PENDING
UNITED STATES	716139.180	CIP 8/18/2				PENDING
ADVERTISING D	ISPLAY UNIT (Pumj	Broadcaster U	nit)			
UNITED STATES	716139.169	NEW 2/4/20	004 10/708,041			PENDING
PRODUCT HOLD	ING SHELF					
UNITED STATES	716139.187	NEW 1/23/2	004 29/198,088			PENDING
OUTDOOR SIGN	SYSTEM					
UNITED STATES	716139.189	NEW				PROPOSED
DYNAMIC RIBBO	ON DUMP BIN					
UNITED STATES	716139,186	NEW	•			PROPOSED
PRODUCT HOLD	ING COOLER (ICE	PRO Unit)				
UNITED STATES	716139.183	NEW				PROPOSED
ICEPRO PRODUC	T MERCHANDISIN	G COOLER				
UNITED STATES	716139.184	NEW	• •			PROPOSED
ICEPRO SUPPOR	T STAND					
UNITED STATES	716138.185	NEW				PROPOSED
		- - -				
		EN	ID OF REPORT		TOTAL ITEMS SE	LECTED = 75

Ø 003 /2004 13:52 FAX 3144801505

PATENT ASSIGNMENT

WHEREAS, PAUL FLUM IDEAS, INC., a Missouri corporation, ("ASSIGNOR"), respectively,

owns the patents which are identified on Schedule A attached hereto and made a part hereof.

AND, WHEREAS, PARTNERSHIP FOR INNOVATION, LLC, a Missouri limited liability

company ("ASSIGNEE) is desirous of acquiring the entire rights, title and interest in and to said patents

and all patent rights therefore;

NOW, THEREFORE, in consideration of One Dollar (\$1,00) and other good and valuable

consideration, the receipt of which is hereby acknowledged, said ASSIGNOR, do hereby sell, assign,

transfer and set over unto said ASSIGNEE, its successors assigns in the United States and all foreign

countries, the entire rights, title and interest in and to said patents and patent applications including the

right to file foreign patent applications corresponding to said applications, and any and all patents in the

United States and all foreign countries that may be granted therefore and thereon and any reissue,

reexamination, continuation, continuation-in-part, division, or extension thereof, the same to be held and

enjoyed by said ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been

held and enjoyed by ASSIGNOR if this Assignment and sale had not been made; and ASSIGNOR agrees

to execute such further applications, powers of attorney, assignments and other documents as may be

necessary or desirable to effectuate this Agreement.

AND ASSIGNOR DOES HEREBY authorize and request the Commissioner of Patents and

Trademarks to issue said Letters Patent, when granted, to the said ASSIGNEE, its successors and assigns,

as assignees of the entire right, title and interest in and to said inventions, for the sole use and behoof of

said ASSIGNEE, and for its successors and assigns, to the full ends of the terms for which Letters Patent

may be granted.

PATENT

REEL: 014384 FRAME: 0256

AND ASSIGNOR further grant to ASSIGNEE, its successors and assigns, the right to claim for any applications for patents for said inventions the full benefit of any international agreement between the United States and any foreign country or countries.

PAUL FLUM IDEAS, INC.

Paul I. Flu

President

STATE OF MISSOURI

)) SS:

COUNTY OF ST. LOUIS

)

On this $\int \int day$ of February, 2004, before me appeared Paul L. Flum, the person who signed this instrument, who acknowledged that he signed it as a free act on his own behalf and on behalf of Paul Flum Ideas, Inc., a Missouri corporation with full authority as President of such company to so act.

MALTER R. LAMKIN

My Commission Expires: $\sqrt{29/0.7}$

WALTER R. LAMKIN
Notary Public - Notary Seal
State of Missouri
County of St Louis
My Commission Exp. 08/29/2007

SCHEDULE A TO PATENT ASSIGNMENT

PATENT(S)

SEE ATTACHED LIST

🛭 001

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

First Named Inventor:

Paul Flum Ideas

Application No:

See Attached List

Filing Date:

See Attached List

Patent No.:

See Attached List

Issue Date:

See Attached List

Attorney Docket No.:

66176-001

CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8

I hereby certify that this _9___ page Recordation Form Cover Sheet and Assignment for the above-referenced \square application or \boxtimes patent list attached is being facsimile transmitted to the United States Patent & Trademark Office, Facsimile Number 703-306-5995 on March 1, 2004.

Signature_

Lisa Schodrowski

Typed or printed name of person signing Certificate

chodnowsk

PATENT RECORDED: 03/01/2004 REEL: 014384 FRAME: 0259