

PAUL FLUM IDEAS, INC.

Patent Report by Invention
Status: ACTIVE

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COUNTRY	REFERENCE#	TYPE	FILED	SERIAL#	ISSUED	PATENT#	STATUS
(Flum) GRAVITY FEED DISPLAY SYSTEMS AND CONVERSION MEANS FOR OBTAINING SAME							
UNITED STATES	716139.44	NEW	3/20/1987	07/028,661	8/16/1988	4,763,795	ISSUED
(Flum) STACKABLE SHELVING SYSTEM							
CANADA	716139.	CEQ	11/8/1985	494,882	6/6/1989	1,255,256	ISSUED
(Flum et al) ADJUSTABLE SHELF ORGANIZER UNITS HAVING FRANGIBLE SIDE AND REAR PORTIONS							
UNITED STATES	FLU015	NEW	9/12/1986	907,056	1/31/1989	4,801,025	ISSUED
(Flum) DISPLAY UNIT WITH MODULAR CAPABILITY							
UNITED STATES	716139.127	NEW	11/2/1987	115,718	6/5/1990	4,930,643	ISSUED
(Flum) PRODUCT DISPLAY UNIT WITH MIRRORRED SIDE 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
(Flum) ICE CHEST (with flat graphics only)							
UNITED STATES	716139.128	NEW	3/5/1990	488,471	6/9/1992	D326,800	ISSUED
(Fowler et al) UNIVERSAL FLOOR/SHELF ORGANIZER FOR PRODUCT MERCHANDISING DISPLAY UNITS							
UNITED STATES	716139.94	NEW	1/2/1992	07/824,296	4/6/1993	5,199,584	ISSUED
(Homann) HEADER UNIT FOR MERCHANDISER							
UNITED STATES	716139.132	NEW	5/13/1991	07/699,244	4/20/1993	D334,859	ISSUED
(Homann) COMBINED COOLER AND STORAGE CONTAINER							
UNITED STATES	716139.133	NEW	10/4/1991	07/771,936	9/14/1993	D339,270	ISSUED
(Flum) PRODUCT MERCHANDISING DISPLAY SHELF WITH FLEXIBLE GUIDE CHANNEL DIVIDER MEANS							
UNITED STATES	716139.134	NEW	7/7/1993	08/087,670	10/4/1994	5,351,838	ISSUED
(Flum) IMPROVED GRAVITY FEED DISPLAY UNIT WITH MODULAR CAPABILITY							
UNITED STATES	716139.126	NEW	6/24/1993	08/082,038	5/23/1995	5,417,333	ISSUED
(Fowler) BASE FOR CIRCULAR PRODUCT MERCHANDISING UNIT							
UNITED STATES	716139.120	NEW	3/1/1994	29/019,361	6/6/1995	D358,955	ISSUED
(Miller, Jr. et al) CHANGE PANEL MOUNTING DEVICE							
UNITED STATES	716139.121	NEW	10/12/1993	08/134,387	9/12/1995	5,448,844	ISSUED
(Boron et al) ADJUSTABLE SHELF SUPPORT STRUCTURE							
UNITED STATES	716139.177	NEW	10/11/1994	08/320,735	9/19/1995	5,450,971	ISSUED
(Bidwell) PRODUCT DISPLAY UNIT WITH UPPER COOLER SHELF FOR MERCHANDISING COLD PRODUCTS							
UNITED STATES	716139.122	NEW	3/23/1994	29/020,287	4/2/1996	D368,396	ISSUED
(Flum et al) VARIABLE WIDTH PRODUCT MERCHANDISING DISPLAY UNIT HAVING DETACHABLE/REATTACHABLE SIDE TRACK PORTIONS							
UNITED STATES	716139.95	NEW	6/15/1994	08/259,889	4/29/1997	5,624,042	ISSUED

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(Miller et al) ADJUSTABLE SHELF SUPPORT STRUCTURE							
UNITED STATES	FLU047	NEW	7/26/1995	06/506,908	7/8/1997	5,645,182	ISSUED
(Flum et al) GRAVITY FEED PRODUCT MERCHANDISING DISPLAY DEVICE AND METHOD FOR MANUFACTURING THE SAME							
UNITED STATES	716139.111	NEW	4/9/1996	08/629,533	12/9/1997	5,695,075	ISSUED
(Harbour et al) PRODUCT MERCHANDISING UNIT WITH VARIABLE/SELECTABLE PRODUCT CAPACITY							
UNITED STATES	716139.82	NEW	4/23/1997	08/838,992	6/8/1999	5,910,162	ISSUED
(Headrick et al) OVERHEAD GUIDE CHANNEL STABILIZER MEANS FOR USE IN ASSOCIATION WITH PRODUCT MERCHANDISING DISPLAY UNITS							
UNITED STATES	716139.110	NEW	10/30/1995	08/549,979	1/13/1998	5,706,956	ISSUED
(Bidwell) PRODUCT MERCHANDISING UNIT							
UNITED STATES	716139.125	NEW	10/1/1997	29/077,281	3/16/1999	D406,712	ISSUED
UNITED STATES	716139.124	DIV	11/6/1998	29/096,180	7/20/1999	D412,078	ISSUED
(Bidwell) PRODUCT MERCHANDISING UNIT							
UNITED STATES	716139.123	NEW	10/1/1997	29/077,282	4/13/1999	D407,928	ISSUED
PRODUCT MERCHANDISING UNIT							
UNITED STATES	FLU058	NEW	9/25/1997	29/076,898	9/14/1999	D413,745	ISSUED
(Bidwell et al) PRODUCT MERCHANDISING UNIT							
UNITED STATES	716139.68	NEW	9/25/1997	29/077,425	8/31/1999	D413,217	ISSUED
(Flum et al) METHOD AND APPARATUS FOR CHANGING THE APPEARANCE OF A DISPLAY MERCHANDISER							
UNITED STATES	716139.75	NEW	6/16/1999	09/334,350	4/2/2002	6,363,640	ISSUED
(Harbour) PRODUCT MERCHANDISING DISPLAY UNIT WITH REPLACEABLE PRODUCT GRAPHICS							
UNITED STATES	716139.43	NEW	4/1/1998	09/053,572	11/7/2000	6,142,316	ISSUED
(Bidwell et al) PRODUCT MERCHANDISING DISPLAY UNIT							
UNITED STATES	FLU063	NEW	8/5/1998	29/088,993	3/7/2000	D421,350	ISSUED
DISPLAY STAND FOR MERCHANDISING CHILLED PRODUCTS AND THE LIKE							
UNITED STATES	716139.87	FCA	7/19/2000	09/619,304	11/12/2002	6,478,268	ISSUED
(Miller) DOUBLE SOCKET PRODUCT MERCHANDISING DISPLAY UNIT							
UNITED STATES	716139.80	FCA	6/27/2001	09/892,338	2/18/2003	6,520,356	ISSUED
(Miller) INVENTORY CONTROL SYSTEM FOR WALK-IN DISPLAY COOLERS AND THE LIKE							
UNITED STATES	716139.96pt	NEW	3/21/2001	09/814,207	11/5/2002	6,474,484	ISSUED
UNITED STATES	716139.96	CIP	7/25/2002	10/064,553			PUBLISHED
(Miller) PRODUCT MERCHANDISING ASSEMBLY (vertical spacemaker unit)							
UNITED STATES	716139.107	CIP	9/17/2001	09/953,598	7/8/2003	6,588,606	ISSUED
(Miller) PRODUCT MERCHANDISING UNIT							
UNITED STATES	716139.116	NEW	6/6/2001	29/142,992	4/9/2002	D455,295	ISSUED
UNITED STATES	716139.143	DIV	10/9/2001	29/149,373	5/14/2002	D457,014	ISSUED
UNITED STATES	716139.117	CIP	12/17/2001	10/022,986	11/4/2003	6,640,983	ISSUED
(Miller) PRODUCT MERCHANDISING COOLER AND STAND							
UNITED STATES	716139.118	NEW	6/6/2001	29/142,997	7/16/2002	D460,291	ISSUED

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(Miller) BEVERAGE DOOR MERCHANDISER							
UNITED STATES	716139.108	NEW	4/13/2001	29/140,214	9/24/2002	D463,188	ISSUED
DUAL PURPOSE PRODUCT MERCHANDISING UNIT							
UNITED STATES	716139.119	NEW	12/21/2001	10/036,968	9/2/2003	6,612,123	ISSUED
PRODUCT STORAGE AND MERCHANDISING UNIT							
UNITED STATES	716139.105	NEW	2/4/2002	09/683,689	2/10/2004	6,688,478	ISSUED
(Miller, et al) RECYCLING CONTAINER AND METHOD OF MANUFACTURE							
CANADA	716139.160	CEQ	10/29/2002	2,410,210			PENDING
UNITED STATES	716139.141	NEW	3/12/2002	10/063,019	1/27/2004	6,681,950	ISSUED
MERCHANDISING DISPLAY COOLER							
UNITED STATES	FLU081	NEW	1/26/1993	29/004,071	1/24/1995	D354,640	ISSUED
PRODUCT MERCHANDISING COOLER							
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	6/24/2002	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 MERCHANDISING DISPLAY UNIT WITH PULL THROUGH FRONT WALL MEMBERS							
UNITED STATES	716139.153	NEW	8/1/2002	10/064,636			PENDING
PRODUCT DISPLAY RACK (Versa Tower Station)							
UNITED STATES	716139.99	NEW	8/1/2002	10/064,637			PENDING
PRODUCT MERCHANDISING SHELF							
UNITED STATES	716139.161	NEW	1/13/2003	29/174,156	2/3/2004	D486,018	ISSUED
PRODUCT MERCHANDISING SHELF (Dynamic Ribbon Display with Straight Shelf)							
UNITED STATES	716139.162	NEW	1/13/2003	29/174,186	1/27/2004	D485,714	ISSUED
PRODUCT MERCHANDISING SHELF (Dynamic Ribbon Display with Contour Shelf)							
UNITED STATES	716139.163	NEW	1/13/2003	29/174,169	1/20/2004	D485,460	ISSUED
PRODUCT MERCHANDISING SHELF (Stair Step Contour Shelf with Ribbon)							
UNITED STATES	716139.166	NEW	1/13/2003	29/174,168	1/27/2004	D485,713	ISSUED
PRODUCT MERCHANDISING SHELF (Contour Shelf with Ribbon)							
UNITED STATES	716139.167	NEW	1/13/2003	29/174,158	1/20/2004	D485,459	ISSUED
PRODUCT MERCHANDISING SHELF (Shelf with Ribbon Contour in 2 Direction)							
UNITED STATES	716139.168	NEW	1/13/2003	29/174,157	1/27/2004	D485,712	ISSUED
TRANSLUCENT PRODUCT HOLDING SHELF WITH INCLUSIONS							
UNITED STATES	716139.164	NEW	2/7/2003	29/175,704	1/27/2004	D485,717	ISSUED
UNITED STATES	716139.188	CIP	1/23/2004	29/198,094			PENDING
ARTICLE FOR HOLDING PRODUCTS IN AN UPSIDE DOWN ORIENTATION ON A PRODUCT MERCHANDISING UNIT							
CANADA	716139.181	CEQ	7/4/2003	103574			PENDING
UNITED STATES	716139.170	NEW	2/7/2003	29/175,701	1/20/2004	D485,452	ISSUED
TRANSLUCENT PRODUCT HOLDING SHELF WITH INCLUSIONS							
UNITED STATES	716139.173	NEW	2/7/2003	29/175,705	1/27/2004	D485,718	ISSUED

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TRANSLUCENT PRODUCT HOLDING SHELF WITH INCLUSIONS (Half-Round)							
UNITED STATES	716139.174	NEW	2/7/2003	29/175,700	1/27/2004	D485,716	ISSUED
TRANSLUCENT PRODUCT HOLDING SHELF WITH INCLUSIONS							
UNITED STATES	716139.175	NEW	2/7/2003	29/175,684	1/27/2004	D485,715	ISSUED
TRANSLUCENT PRODUCT HOLDING SHELF WITH INCLUSIONS (Rectangular)							
UNITED STATES	716139.176	NEW	2/7/2003	29/175,683	2/10/2004	D486,331	ISSUED
PRODUCT MERCHANDISING DISPLAY UNIT (Ribbon Cooler)							
CANADA	716139.182	CEQ	8/21/2003	104282			PENDING
UNITED STATES	716139.179	NEW	5/7/2003	29/181,256			PENDING
UNITED STATES	716139.180	CIP	8/18/2003	10/604,802			PENDING
ADVERTISING DISPLAY UNIT (Pump Broadcaster Unit)							
UNITED STATES	716139.169	NEW	2/4/2004	10/708,041			PENDING
PRODUCT HOLDING SHELF							
UNITED STATES	716139.187	NEW	1/23/2004	29/198,088			PENDING
OUTDOOR SIGN SYSTEM							
UNITED STATES	716139.189	NEW					PROPOSED
DYNAMIC RIBBON DUMP BIN							
UNITED STATES	716139.186	NEW					PROPOSED
PRODUCT HOLDING COOLER (ICEPRO Unit)							
UNITED STATES	716139.183	NEW					PROPOSED
ICEPRO PRODUCT MERCHANDISING COOLER							
UNITED STATES	716139.184	NEW					PROPOSED
ICEPRO SUPPORT STAND							
UNITED STATES	716139.185	NEW					PROPOSED

END OF REPORT

TOTAL ITEMS SELECTED = 75

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.

**SCHEDULE A
TO
PATENT ASSIGNMENT
PATENT(S)**

SEE ATTACHED LIST

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 application or 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