

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Mr. Paul Belokin	04/14/2004
Mr. Martin P. Belokin	04/27/2004
Mr. Norman P. Belokin	04/14/2004

RECEIVING PARTY DATA

Name:	Displays By Martin Paul, Inc. - Creative Center
Street Address:	P.O. Box 1907
City:	Denton
State/Country:	TEXAS
Postal Code:	76202

PROPERTY NUMBERS Total: 35

Property Type	Number
Patent Number:	D353294
Patent Number:	5351841
Patent Number:	5358128
Patent Number:	Re36827
Patent Number:	5651520
Patent Number:	5711501
Patent Number:	D409035
Patent Number:	D407295
Patent Number:	D434080
Patent Number:	D454055
Patent Number:	D410359
Patent Number:	D413474
Patent Number:	D413473

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Patent Number:	D413036
Patent Number:	D412421
Patent Number:	D420798
Patent Number:	D429436
Patent Number:	D393767
Patent Number:	5964437
Patent Number:	6571967
Patent Number:	5718343
Patent Number:	5749479
Patent Number:	D386214
Patent Number:	D484975
Application Number:	10307746
Application Number:	10159935
Application Number:	10144304
Application Number:	10407989
Application Number:	10407990
Application Number:	08510814
Application Number:	29179189
Application Number:	09133556
Application Number:	29202179
Application Number:	60556732
Application Number:	09095922

CORRESPONDENCE DATA

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Address Line 4: Dallas, TEXAS 75201

NAME OF SUBMITTER:	Ryan S. Loveless
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Total Attachments: 10
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ASSIGNMENT

WHEREAS, we, the undersigned inventors of residence as listed below ("ASSIGNORS"), have invented certain new and useful inventions for which United States Patent Applications ("APPLICATIONS") have been made and for which some or all of said APPLICATIONS have issued as United States Letters Patent ("PATENTS"), said inventions and corresponding APPLICATIONS and PATENTS being listed in Appendix A;

WHEREAS, Displays by Martin Paul, Inc. - Creative Center (hereinafter referred to as "ASSIGNEE"), a Texas corporation with an address of P.O. Box 1907, Denton, Texas 76202 desires to acquire our entire right, title and interest in and to said inventions, and in and to said APPLICATIONS and PATENTS and any applications or letters patent that may issue thereon, rely thereon, or claim priority therefrom;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS assign to ASSIGNEE, all right, title and interest in and to said inventions, in and to said APPLICATIONS and PATENTS, all patent applications that may claim priority therefrom or rely thereon, all patents which may be granted therefor, or which may claim priority therefrom or rely thereon; including all divisions, reissues, continuations, continuations-in-part and extensions thereof, and all related materials, whether in tangible or intangible form, and including all notes, writings, notebooks, and related materials, and ASSIGNORS authorize and request the Commissioner of Patents and Trademarks to issue all patents for said inventions, or patents resulting therefrom, or claiming priority or relying thereon, insofar as ASSIGNORS' interest is concerned, to ASSIGNEE.

ASSIGNORS also assign to ASSIGNEE, all right, title and interest in and to the inventions disclosed in said APPLICATIONS and PATENTS throughout the world, including the United States and its territorial possessions and in all foreign countries, including all rights to claim priority, in and to any and all improvements which are disclosed in said APPLICATIONS and PATENTS, and the right to file applications and obtain patents, utility models, industrial models and designs for said inventions in its own name throughout the world, including all rights to publish cautionary notices reserving ownership of said inventions and all rights to register said invention in appropriate registries, and ASSIGNORS further agree to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in ASSIGNEE.

ASSIGNORS shall promptly assign and fully communicate to ASSIGNEE any facts and information known to them respecting any improvements related to said inventions and said applications while any patent application anywhere in the world is still pending that claims priority, whether directly or indirectly, from said inventions or said applications. ASSIGNORS

will maintain any such facts and information in confidence and will only reveal such facts and information to ASSIGNEE or its assigns. ASSIGNORS will testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and substitute applications, make lawful oaths, declarations, and affidavits and generally do everything possible to vest title in ASSIGNEE and to aid ASSIGNEE to obtain and enforce proper protection for said inventions and said applications in all countries. ASSIGNORS shall not communicate nor cooperate in any manner with any third party, other than ASSIGNEE, that claims any rights in and to said inventions and said applications.

This Assignment shall be binding on the parties' successors, assigns and legal representatives.

Signature of Assignor:
Assignor's Name:

Martin P. Belokin
Martin P. Belokin

Residence (City, County, State):

Denton, Denton County, Texas

Post Office Address:

9307 I-35
Denton, Texas 76207

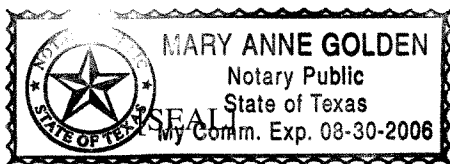
Date:

4-27-04

STATE OF TEXAS)
COUNTY OF Denton)

Before me, the undersigned authority, on this date personally appeared **Martin P. Belokin**, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same for the purposes and consideration therein expressed, and in the capacity stated.

Given under my hand and seal this 27 day of April, 2004.



Mary Anne Golden
Notary Public in and for
The State of Texas

My commission expires: 8-30-2006

CUSTOMER NO. 24347

ASSIGNMENT

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Signature of Assignor:

Norman P. Belokin

Assignor's Name:

Norman P. Belokin

Residence (City, County, State):

Corinth, DENTON County, Texas

Post Office Address:

1606 Oak Ridge Drive
Corinth, Texas 76210

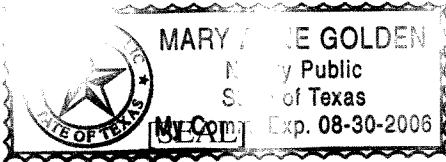
Date:

4.14.04

STATE OF TEXAS)
)
COUNTY OF Denton)

Before me, the undersigned authority, on this date personally appeared **Norman P. Belokin**, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same for the purposes and consideration therein expressed, and in the capacity stated.

Given under my hand and seal this 14 day of ^{April} ~~April~~, 2004.



Mary Anne Golden
Notary Public in and for
The State of Texas

My commission expires: 8-30-2006

APPENDIX A

Invention Title / Attorney Docket No.	Inventor(s)	Filing Date	Application No. / Publication No.	Issue Date	Patent No.
<i>Vertical Display of Elongated Products</i> Attorney Docket No. 64215.6	Paul Belokin Martin P. Belokin Norman P. Belokin	12/2/2002	Application No. 10/307,746 Publication No. US2003/0080078		
<i>Replaceable Graphic Display</i> Attorney Docket No. 64215.7	Paul Belokin Martin P. Belokin Norman P. Belokin	6/3/2002	Published on 5/1/03 Application No. 10/159,935 Publication No. US2003/0222037		
<i>Display Shelf for Stackable Products</i> Attorney Docket No. 64215.8	Paul Belokin Martin P. Belokin Norman P. Belokin	5/13/2002	Published on 12/4/03 Application No. 10/144,304 Publication No. US2003/0209505		
<i>Cross-Merchandising Display Shelf</i> Attorney Docket No. 64215.9	Paul Belokin Martin P. Belokin Norman P. Belokin	4/7/03	Published on 11/13/03 Application No. 10/407,989		
<i>Display Assembly</i> Attorney Docket No. 64215.10	Paul Belokin Martin P. Belokin Norman P. Belokin	4/7/03	Application No. 10/407,990		

Invention Title / Attorney Docket No.	Inventor(s)	Filing Date	Application No. / Publication No.	Issue Date	Patent No.
<i>Bottle Rack</i> Attorney Docket No. 64215.21	Paul Belokin Martin P. Belokin Norman P. Belokin	11/22/93	Application No. 15,585	12/13/94	D353,294
<i>Merchandise Case With Advertising Display</i> Attorney Docket No. 64215.26	Paul Belokin Martin P. Belokin Norman P. Belokin	2/25/1993	Application No. 22,474	10/4/94	5,351,841
<i>Bottle Rack for Refrigerated Display</i> Attorney Docket No. 64215.27	Paul Belokin Martin Belokin Norman Belokin	11/22/1993	Application No. 155,596	10/25/1994	5,358,128
<i>Bottle Rack for Refrigerated Display</i> Attorney Docket No. 64215.28	Paul Belokin Martin P. Belokin Norman P. Belokin	10/9/1996	Application No. 08/723,481	8/22/2000	Patent No. Re.36,827
<i>Suction Cup Attachment Assembly</i> Attorney Docket No. 64215.29	Paul Belokin Martin P. Belokin Norman P. Belokin	12/14/1995	Application No. 572,655	7/29/97	5,651,520
<i>Suction Cup Attachment Assembly</i> Attorney Docket No. 64215.30	Paul Belokin Martin P. Belokin Norman P. Belokin	11/7/1996	Application No. 744,467	1/27/98	5,711,501
<i>Display Shelf</i> Attorney Docket No. 64215.31	Paul Belokin Martin P. Belokin Norman P. Belokin	12/24/97	Application No. 29/081,196	5/4/99	D409,035

Invention Title / Attorney Docket No.	Inventor(s)	Filing Date	Application No. / Publication No.	Issue Date	Patent No.
<i>Suction Cup Attachment Assembly</i> Attorney Docket No. 64215.37	Paul Belokin Martin Belokin Norman Belokin	8/3/95	Application No. 08/510,814		
<i>Vertical Rack Array</i> Attorney Docket No. 64215.38	Paul Belokin Martin P. Belokin Norman P. Belokin	8/13/98	Application No. 92,165	3/30/99	D407,295
<i>Multi Compartment Display</i> Attorney Docket No. 64215.39	Paul Belokin Martin P. Belokin Norman P. Belokin	5/18/2000	Application No. 29/123,445	11/21/2000	D434,080
<i>Display Hook</i> Attorney Docket No. 64215.40	Paul Belokin Martin P. Belokin Norman P. Belokin	9/24/2001	Application No. 29/148,588	3/5/2002	D454,055
<i>Display Shelf</i> Attorney Docket No. 64215.41	Paul Belokin Martin P. Belokin Norman P. Belokin		Design Application No. 29/179,189		
<i>Display Shelf</i> Attorney Docket No. 64215.42	Paul Belokin Martin P. Belokin Norman P. Belokin	9/17/98	Application No. 29/093,715	6/1/99	D410,359
<i>Display Shelf</i> Attorney Docket No. 64215.43	Paul Belokin Martin P. Belokin Norman P. Belokin	3/12/1999	Application No. 29/101,879	9/7/99	D413,474
<i>Display Shelf</i> Attorney Docket No. 64215.44	Paul Belokin Martin P. Belokin Norman P. Belokin	3/12/99	Application No. 29/101,878	9/7/99	D413,473

Invention Title / Attorney Docket No.	Inventor(s)	Filing Date	Application No. / Publication No.	Issue Date	Patent No.
<i>Display Shelf</i> Attorney Docket No. 64215.45	Paul Belokin Martin P. Belokin Norman P. Belokin	3/12/99	Application No. 29/101,877	8/24/99	D413,036
<i>Display Shelf</i> Attorney Docket No. 64215.46	Paul Belokin Martin P. Belokin Norman P. Belokin	3/12/99	Application No. 29/101,876	8/3/99	D412,421
<i>Display Tray</i> Attorney Docket No. 64215.47	Paul Belokin Martin P. Belokin Norman P. Belokin	3/2/98	Application No. 29/084,442	2/22/2000	D420,798
<i>Vertical Shelf Array</i> Attorney Docket No. 64215.48	Paul Belokin Martin P. Belokin Norman P. Belokin	8/13/98	Application No. 29/092,164	8/15/2000	D429,436
<i>Suspended Displays</i> Attorney Docket No. 64215.49	Paul Belokin Martin P. Belokin Norman P. Belokin	11/7/96	Application No. 62,101	4/28/98	D393,767
<i>Mounting Support</i> Attorney Docket No. 64215.51	Paul Belokin Martin P. Belokin Norman P. Belokin	10/27/97	Application No. 08/958,286	10/12/99	5,964,437
<i>Display Shelf with Product Anchors</i> Attorney Docket No. 64215.52	Paul Belokin Martin P. Belokin Norman P. Belokin	4/30/01	Application No. 09/845,476	6/3/2003	6,571,967
<i>Vertical Display of Elongated Products</i> Attorney Docket No. 64215.53	Paul Belokin Martin Belokin Norman Belokin		Application No. 09/133,556		
<i>Suspended Displays</i> Attorney Docket No. 64215.54	Paul Belokin Martin P. Belokin Norman P. Belokin	1/13/97	Application No. 781,439	2/17/98	5,718,343

Invention Title / Attorney Docket No.	Inventor(s)	Filing Date	Application No. / Publication No.	Issue Date	Patent No.
<i>Display Assembly</i> Attorney Docket No. 64215.55	Paul Belokin Martin P. Belokin Norman P. Belokin	1/18/96	Application No. 588,547	5/12/98	5,749,479
<i>Suspended Active Display</i> Attorney Docket No. 64215.66	Paul Belokin Martin P. Belokin	11/29/96	Application No. 63,167	11/11/97	D386,214
<i>Mobile Base</i> Attorney Docket No. 64215.68	Paul Belokin	7/25/02	Application No. 29/164,392	1/6/04	D 484,975
<i>Display Shelf with Curvature</i> Attorney Docket No. 64215.85	Paul Belokin Martin Belokin Norman Belokin	3/26/04	Application No. 29/202,179		
<i>Display Shelf with Curvature</i> Attorney Docket No. 64215.86	Paul Belokin Martin Belokin Norman Belokin	3/26/04	Application No. 60/556,732		
<i>Merchandise Display Stand</i>	Paul Belokin Martin Belokin Norman Belokin	6/12/98	Application No. 09/095,922		

PATENT

RECORDED: 05/19/2004

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