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U.S. DEPARTMENT OF COMMERCE

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):

Jerry Price  
Paul S. Wells

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

2. Name and address of receiving party(ies):

Name: Mobile Merchandisers, Inc.

Internal Address: \_\_\_\_\_

Street Address: 2611 Henson Road

City: Mount Vernon State: WA ZIP: 98273

Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

Assignment  Merger

Security Agreement  Change of Name

Other \_\_\_\_\_

Execution Date: 01/29/2004

4. Application number(s) or registration numbers(s):

If this document is being filed together with a new application, the execution date of the application is: \_\_\_\_\_

A. Patent Application No.(s)

10/766,075

Additional numbers attached?  Yes  No

B. Patent No.(s)

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

Name: Michael R. Schacht

Internal Address: Schacht Law Office, Inc.

Street Address: 2801 Meridian Street, Suite 202

City: Bellingham State: WA ZIP: 98225

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

8. Deposit account number:

502099

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Michael R. Schacht Michael R. Schacht 06/22/2004

Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document:

CH \$40.00 502099 10766075

Attorney's Ref: P214430

### ASSIGNMENT

WHEREAS we, **JERRY PRICE and PAUL S. WELLS**, (hereinafter referred to as "ASSIGNORS"), have made a new and useful invention relating to **PRODUCT DISPLAY SUPPORT SYSTEMS AND METHODS**, for which invention ASSIGNORS executed an application for Letters Patent of the United States, which application has been identified as Serial No. 10/766,075, filed in the United States Patent and Trademark Office on 01/28/2004 (authority here being given to insert in this Assignment the serial number and filing date of said application);

WHEREAS, **MOBILE MERCHANDISERS, INC.**, (hereinafter referred to as "ASSIGNEE"), a corporation duly organized under the laws of the State of Washington, having a principal business address of 2611 Henson Road, Mount Vernon, Washington 98273, is desirous of acquiring the entire right, title and interest in and to said invention, and any and all continuation, divisional, renewal, substitute or reissue applications based thereon, and any and all Letters Patents, both foreign and domestic, to be issued therefrom;


NOW, THEREFORE, for and in consideration of the One Dollar (\$1.00) and other good and valuable consideration, to us in hand paid, the receipt and sufficiency whereof are hereby acknowledged, we have sold, assigned and set over, and by these presents do hereby sell, assign and set over unto said ASSIGNEE and said ASSIGNEE's legal representatives, successors and assigns, the full and exclusive right, title and interest in and to the said invention, and any and all patent applications for Letters Patent of the United States, continuation, division, renewal, substitute or reissue applications based thereon that may hereafter be filed; for the full term or terms for which the same may be granted; all corresponding foreign applications which have or shall hereafter be filed; and, all foreign patents to be obtained on said invention for the full term or terms for which the same may be granted; said invention, application and Letters Patent, both foreign and domestic, to be held and enjoyed by ASSIGNEE for the use and benefit of ASSIGNEE and of ASSIGNEE's legal representatives, successors and assigns, as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this Assignment and Sale not been made; and, we hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to said ASSIGNEE.

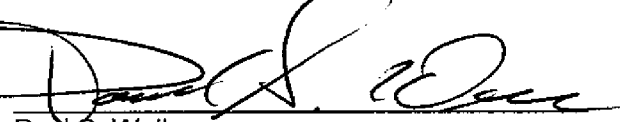
ASSIGNORS also agree that this Assignment includes ASSIGNORS' Priority Rights under the International Convention with respect to any and all corresponding foreign applications that have been or shall be filed in any country that is a signatory thereto and a member of the union there defined within the Convention period, and also includes any rights under any other treaty or convention, relating to patents, including the Patent Cooperation Treaty.

ASSIGNORS further agree that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Assignment and Sale.

ASSIGNORS further agree that they will, upon request by ASSIGNEE, but at ASSIGNEE's expense, promptly provide ASSIGNEE with all pertinent facts and documents relating to said invention, said application or any continuation, division, renewal, substitute or reissue thereof, and said Letters Patent, both foreign and domestic, as may be known and accessible to ASSIGNORS; and, that ASSIGNORS will testify as to the same in any interference, opposition or litigation related thereto, and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain and enforce said application, said invention, and said Letters Patent, both foreign and domestic, which may be necessary or desirable to carry out the purposes hereof.

Executed at Mount Vernon, Washington, this 29 day of JANUARY, 2004.

  
\_\_\_\_\_  
Jerry Price  
2611 Henson Road  
Mount Vernon, WA 98273

  
\_\_\_\_\_  
Paul S. Wells  
2611 Henson Road  
Mount Vernon, WA 98273

RECORDED: 06/22/2004

PATENT  
REEL: 014761 FRAME: 0921