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To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Mårten SJÖBERG

12-18-03

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

HL DISPLAY AB
Horisontvägen 26
SE-128 34 Skarpnäck
SWEDEN22154 U.S. PTO
29/195806Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: **October 8, 2003**Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or patent number(s):

29195806

If this document is being filed together with a new application, the execution date of the application is: October 8, 2003

A. Patent Application No.(s)

(filed simultaneously alongside new application -
therefore unknown at the time of submission)

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No5. Name and address of party to whom correspondence
concerning document should be mailed:

SUGHRUE MION, PLLC

WASHINGTON OFFICE

23373

CUSTOMER NUMBER

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41): \$40.00

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*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
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Robert V. Sloan

Reg. No. 22,775

December 18, 2003

Date

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PATENT
REEL: 014809 FRAME: 0397

Assignment

Whereas, I, Mårten Sjöberg, of Fredhällsgatan 11, SE-112 54 Stockholm, Sweden, hereinafter called assignor, have invented certain improvements in

SHELF DIVIDER

and executed an application for Letters Patent of the United States of America therefor on

and

Whereas, HL Display AB desires to acquire the entire right, title, and interest in the application and invention, and to any United States patents to be obtained therefor;

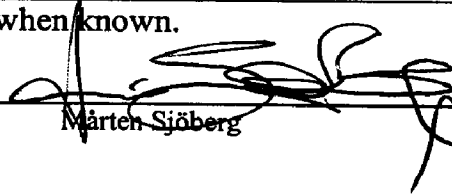
Now therefore, for valuable consideration, receipt whereof is hereby acknowledged,

I, the above named assignor, hereby sell, assign and transfer to the above named assignee, its successors and assigns, the entire right, title and interest in the application and the invention disclosed therein for the United States of America, including the right to claim priority under 35 U.S.C. §119, and I/we request the Director – U.S. Patent and Trademark Office to issue any Letters Patent granted upon the invention set forth in the application to the assignee, its successors and assigns; and I/we will execute without further consideration all papers deemed necessary by the assignee in connection with the United States application when called upon to do so by the assignee.

I hereby authorize and request our attorneys SUGHRUE MION, PLLC of 2100 Pennsylvania Avenue, NW, Washington, DC 20037-3213 to insert here in parentheses (Application number _____ and Confirmation number _____,

_____, filed _____) the filing date and application number of said application when known.

Date: October 8, 2003


Mårten Sjöberg

Date:

s/

Date:

s/

Date:

s/

Date:

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Date:

s/

Date:

s/