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Docket No.: 57559.010015

U.S. DEPARTMENT OF COMMERCE
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1. Name of conveying party(ies):

James B. Kargman

3.8-04

Additional names(s) of conveying party(ies)

☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment

☐ Merger

☐ Security Agreement

☐ Change of Name

☐ Other

Execution Date: August 14, 2003

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

Name: IPDEV CO.

Internal Address:

Street Address: 414 N. Orleans Street

Suite 501

City: Chicago

State: IL

ZIP: 60610

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

4. Application number(s) or patent 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)

10/641,248

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Howard E. Silverman

Internal Address: GREENBERG TRAURIG

Street Address: 77 West Wacker Street

Suite 2500

City: Chicago

State: IL

ZIP: 60601

6. Total number of applications and patents involved:

1

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

☒ Enclosed - Any excess or insufficiency should be credited or debited to deposit account

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8. Deposit account number:

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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.

Howard E. Silverman

Name of Person Signing

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March 5, 2004

Date

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2

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PATENT
REEL: 015060 FRAME: 0719

ASSIGNMENT

GREENBERG TRAURIG

Suite 2500
Chicago, Illinois 60601
(312) 456-8400

FOR VALUE RECEIVED, the receipt of which is hereby acknowledged, the following inventor or inventors (hereinafter called "ASSIGNOR")

James B. Kargman

hereby assigns, transfers and sets over to:

IPDEV CO.

(Hereinafter called "ASSIGNEE"), the entire worldwide right, title and interest in and to the invention known as:

POINT OF PURCHASE DISPLAY ACCESSORY

for which a United States Patent Application was filed on August 14, 2003

and all rights and privileges under any Letters Patent which may be granted thereon, including all rights, if any, throughout the entire world to sue for all past infringements which may have occurred before the execution of this assignment.

(1) The ASSIGNOR agrees without charge to said ASSIGNEE but at its expense (a) to execute (i) all necessary papers to be used in connection with this application and any additional, continuing, or divisional applications, as the ASSIGNEE may deem necessary or expedient, (ii) all papers in connection with any interference or other legal or quasilegal proceedings relating to this application or any additional, continuing, or divisional application thereof, (iii) all papers and documents which may be necessary in connection with the preparation and filing of any foreign applications or with making claims to priority rights granted under the provisions of the International Convention for Protection of Industrial Property or similar agreements; (b) to cooperate with ASSIGNEE in every way possible in obtaining evidence and going forward in any such proceedings; and (c) to perform all other affirmative acts which may be necessary or desirable to obtain a grant of a valid patent for said invention in any country throughout the world.

(2) ASSIGNOR hereby authorizes and requests the Commissioner of Patents of the United States, and the appropriate officials in any other country, to issue any and all Letters Patent that may be granted upon any patent application or any additional, continuing or divisional applications thereof to the ASSIGNEE, its successors and assigns.

(3) ASSIGNOR hereby covenants and warrants that he has full right to convey the entire right, title and interest by this instrument, free of any encumbrances and that no other agreement has been or will be executed in conflict herewith.

(4) ASSIGNOR hereby grants to the law firm of GREENBERG TRAURIG of Chicago, Illinois, authority and power to insert on this instrument any further identification which may be necessary or desirable for purposes of recordation in the United States Patent Office or the Patent Office of any foreign country.

Date 1/22/04 Name of Inventor James B. Kargman (Seal)

Date _____ Name of Inventor _____ (Seal)

Date _____ Name of Inventor _____ (Seal)

Date _____ Name of Inventor _____ (Seal)

The execution by the inventor(s) should be witnessed by at least two witnesses who sign here. If this Assignment is signed outside the United States, it should preferably be signed before a United States Counsel.

Witness [Signature]

Witness _____