

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT	<b>APPLICATION NUMBER</b> 10/711687			
NATURE OF CONVEYANCE:	ASSIGNMENT OF ASSIGNOR'S INTEREST				
CONVEYING PARTY DATA					
Name		Execution Date			
James W. LOWRY		2004-09-24			
RECEIVING PARTY DATA					
Name	Street Address	Internal Address	City	State/Country	Postal Code
Sonoco Development, Inc.	North Second Street		Hartsville	SOUTH CAROLINA	29550
CORRESPONDENCE DATA					
FAX NUMBER: 3126067777					
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>					
When the customer number has been provided, the Office of Public Records will obtain the correspondence data from the official record on file at the USPTO.					
CUSTOMER NUMBER: 023699					
NAME OF PERSON SIGNING:		Harold J. Fassnacht			
DATE SIGNED:		2004-09-30			
Total Attachments: 1 source=4295ASG.tif					

OP \$40.00 10711687

# ASSIGNMENT

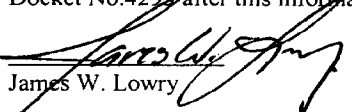
Whereas, I, James W. Lowry, of 405 Treeshore Lane, Franklin, Tennessee 37069, hereafter referred to as APPLICANT, have invented or co-invented certain new and useful improvements in a(n)

## MODULAR PACKAGING SYSTEM FOR SHIPPING AND DISPLAYING PALLETIZED STACKED RETAIL PRODUCTS

for which an application for a United States patent was filed on \_\_\_\_\_ (Docket No. 4295); and

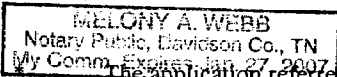
Whereas, SONOCO DEVELOPMENT, INC., a corporation of South Carolina having a principal place of business at North Second Street, Hartsville, South Carolina, 29550, hereafter referred to as ASSIGNEE, is desirous of acquiring the entire right, title and interest in and to said invention, application and any Patent which may be granted therefore or thereupon, together with any and all divisions, reissues and extensions thereof:

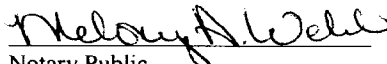
Now, therefore, to all whom it may concern, be it known that, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, and in recognition of my pre-existing obligation of assignment, I, the APPLICANT, do hereby sell, assign, transfer unto said ASSIGNEE, the entire right, title and interest in and to said invention, the aforesaid application, and any Patent which may be granted therefore or thereupon, together with any and all divisions, reissues and extensions thereof, all my foreign rights to said invention, and all my rights under the International Convention with respect to said invention and application, and authorize the ASSIGNEE to apply for patents in foreign countries, claiming the filing date of the U.S. application under the provisions of the International Convention. And I hereby agree to communicate to the ASSIGNEE, its successors, assigns and legal representatives any facts known to me respecting said invention, to testify at any legal proceedings relating thereto, sign all lawful papers, execute all divisional and reissue applications, make all rightful oaths, and, in addition, to execute any and all documents that may be required in order that the ASSIGNEE and its successors and assigns may make application for Patent on said invention in foreign countries in its own name. And I do hereby authorize and request the Commissioner of Patents and Trademarks to issue any Patent which may be granted for or upon said invention or application unto ASSIGNEE, in accordance with this assignment. I further authorize Harold J. Fassnacht, my attorney, to insert herein\* the serial number and filing date of the aforementioned United States patent application identified as Docket No. 4295 after this information is made known to him by the United States Patent and Trademark Office.

 \_\_\_\_\_  
James W. Lowry                      Date 9/29/04

I hereby certify that before me personally appeared JAMES W. LOWRY to me known and known to me to be the individual described in the foregoing instrument, and that in my presence executed this instrument and who by me was sworn and did acknowledge that he executed this instrument as his free act and deed on the day and year aforesaid.

(SEAL)

  
MELONY A. WEBB  
Notary Public, Davidson Co., TN  
My Comm. Expires Jan. 27, 2007

  
Notary Public

The application referred to above as Docket No. 4295 was filed in the United States Patent and Trademark Office on \_\_\_\_\_ and was given Serial No. \_\_\_\_\_. This insertion and the insertion of the filing date above were made by me this \_\_\_\_\_ day of \_\_\_\_\_, 2004.

\_\_\_\_\_  
Attorney for Applicant