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Form PTO-1595

(Rev. 10/02)

RECO

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

OMB No. 0651-0027 (exp. 6/30/2005)

102723456

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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):

Gary Boens  
Michael S. Kerth  
Janet Reckers

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

Name: Innomark Communications

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

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

## 3. Nature of conveyance:

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

Street Address: 420 Distribution Circle

City: Fairfield State: Ohio Zip: 45014

Execution Date: March 4, 2004

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

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

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

A. Patent Application No.(s)

10/794,999

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Dinsmore &amp; Shohl LLP

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

Street Address: One Dayton Centre

One South Main Street, Suite 500

City: Dayton State: OH Zip: 45402

## 6. Total number of applications and patents involved: 1

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

- ☒ Enclosed  
☐ Authorized to be charged to deposit account

## 8. Deposit account number:

(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.*

John D. Reed

Name of Person Signing

Signature

April 13, 2004

Date

Total number of pages including cover sheet, attachments, and documents: 7

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

04/16/2004 MGETACHE 00000067 10794999

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PATENT  
REEL: 015216 FRAME: 0724

## ASSIGNMENT

WHEREAS, we, **Gary Boens**, of Dayton, Ohio, **Michael S. Kerth**, of Cincinnati, Ohio, and **Janet Reckers**, of Loveland, Ohio, invented certain new and useful STAND-UP DISPLAY for which we executed an application for a United States Patent and for which said application for United States Patent was filed on March 5, 2004, under

Patent Application Serial No. 10/794,999

Attorney Docket No. PRT 0005 PA/40978.8;

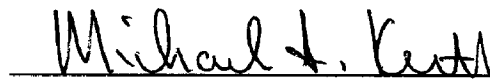
WHEREAS, we hereby authorize and request the attorney(s) and/or agent(s) empowered to act on our behalf in the aforementioned application, to insert above the filing date and application number of said application, when known;

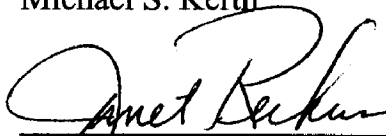
AND WHEREAS, Innomark Communications, a corporation of the State of Delaware, with a place of business at 420 Distribution Circle, Fairfield, Ohio 45014, hereinafter called the Assignee, is desirous of acquiring the entire right, title and interest in and to said application and the inventions therein disclosed and any letters patent that may issue thereon;

NOW, THEREFORE, for good and valuable consideration, receipt whereof is hereby acknowledged, we hereby sell, assign and transfer unto said Assignee, its successors and assigns, the entire right, title and interest in and to said application and any divisions or continuations thereof, and the inventions therein disclosed, and any improvements thereon, and any patent or patents that may be issued or reissued thereon, and we hereby authorize and request the Commissioner of Patents and Trademarks to issue any letters patent thereon, and reissues thereof, to said Assignee, its successors and assigns; and we hereby authorize said Assignee, its successors and assigns, to file in its own name applications for patent in foreign countries in connection with the inventions hereby transferred, under the International Convention claiming the priority of said United States application or otherwise, and to secure in its own name the patent or patents issued thereon; and we hereby agree that, upon request, we will sign all papers, and make all rightful oaths, and do all acts which said Assignee, its successors or assigns, may consider necessary in connection with said United States application, and in connection with any other United States or foreign applications that may be filed in connection with said inventions, and with any improvements thereon, and in connection with any patents issued or reissued thereon.

IN TESTIMONY WHEREOF, we hereunto set my hand and seal this 4th day  
of March, 2004.

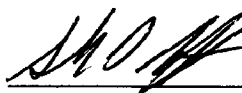
  
\_\_\_\_\_  
Gary Boens

  
\_\_\_\_\_  
Michael S. Kerth

  
\_\_\_\_\_  
Janet Reckers

State of OHIO )  
 ) ss  
County of BUTLER )

On this 4TH day of MARCH, 2004 before me a Notary Public in and for  
the above County and State, personally appeared the above named Gary Boens, Michael S. Kerth,  
and Janet Reckers personally known to me, and acknowledged the execution of the foregoing  
assignment as a free act and deed for the purpose herein set forth.

  
\_\_\_\_\_  
Notary Public

**STEVEN D. HOTTLE, Notary Public**  
In and for the State of Ohio  
My Commission Expires August 6, 2008