

Docket No. 021752.0111

FORM PTO-1595  
1-31-92RECORDATION FORM COVER SHEET  
PATENTS ONLYU.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

## 1. Name and Address of Conveying Party(ies):

MSD, Inc.  
215 N. 1800 W.  
Lindon, Utah 84042

## 2. Name and Address of receiving Party(ies):

Name: Mountain View Marketing, Inc.  
Street Address: 4747 McLane Parkway  
City: Temple  
State: Texas Zip 76504

Additional name(s) of conveying party(ies) attached?

Yes ☒ No

## 3. Nature of conveyance:

☒

Assignment

☐ Merger☐ Security Agreement☐ Change of Name☐ OtherAdditional name(s) & address(es)  
attached?☐ Yes☒ No

Effective Date/Execution Date: November 22, 2004

## 4. Application number(s) or patent number(s): 10/843,883

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

A. Patent Application No.(s) 10/843,883

B. Patent No.(s)

Additional Numbers attached?

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

Name: Barton E. Showalter.

Internal Address: Baker Botts L.L.P.

Street Address: 2001 Ross Avenue, Suite 600

City: Dallas

State: Texas

Zip: 75201-2980

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

## 7. Total Fee (37 CFR 3.41):

☐ Enclosed☒

Authorized to be charged to deposit account

## 8. Deposit account number: 02-0384

(Attach Duplicate Copy of this page if paying by deposit account)

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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.*

Name of Person Signing

Signature

Date

12/17/04

Total number of pages including cover sheet

4

OMB No. 0651-0011 (exp. 4/94)

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PATENT

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DATE: 12/17/04  
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PATENT APPLICATION NO.  
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### PATENT ASSIGNMENT

WHEREAS, MSD, Inc., previously known as Mountain View Marketing, Inc., (hereafter "Assignor"), a Utah corporation, having an address of 215 N. 1800 W., Lindon, Utah, 84042, is the owner of U.S. Application Serial No. 10/843,883 filed May 12, 2004 and entitled "*Systems and Methods for Displaying Articles*" and the invention described and claimed therein (hereafter the "Patent Property").

WHEREAS, MOUNTAIN VIEW MARKETING, INC., previously known as McLane/Buckeye, Inc., (hereafter "Assignee"), a Utah corporation, having an address of 4747 McLane Parkway, Temple, Texas 76504, desires to acquire all right, title and interest in and to the Patent Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, all its right, title and interest in and to the Patent Property, as well as all provisionals, continuations, divisions, and continuations-in-part of said Patent Property, and all reissues and extensions thereof, the same to be held and enjoyed by Assignee for its own use and benefit, and for the use and benefit of its successors, assigns, or legal representatives, to the end of the term or terms for which such Patent Property may be granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made.

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Assignor also assigns to Assignee, all right, title and interest in and to the inventions disclosed in said Patent Property throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said Patent Property in its own name throughout the world, including all rights to publish cautionary notices reserving ownership of said inventions and all rights to register said Patent Property in appropriate registries; and Assignor further agrees to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in Assignee.

Assignor also will communicate to Assignee any facts known to it respecting any improvements; and, at the expense of Assignee, will testify in any legal proceedings, sign all lawful papers, execute all provisional, divisional, continuation, continuation-in-part, reissue and substitute applications, make lawful oaths and declarations, and generally do everything possible to vest title in Assignee and to aid Assignee to obtain and enforce proper protection for said Patent Property in all countries.

IN WITNESS WHEREOF, the parties have caused this Patent Assignment to be executed on the dates and in the capacities shown below.

MSD, Inc.

By: 

Mark Eisele  
President-Manager

Date: 11-22-04

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RECORDED: 12/20/2004

PATENT  
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