

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Donald R. Krause	02/24/2005
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	National Graphics, Inc.
<b>Street Address:</b>	4065 N. Calhoun Road
<b>City:</b>	Brookfield
<b>State/Country:</b>	WISCONSIN
<b>Postal Code:</b>	53005
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	11026537
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(414)223-5000
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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<b>NAME OF SUBMITTER:</b>	Jere L. Houk
<b>Total Attachments: 3</b> source=NG-32670 exec Assign#page1.tif source=NG-32670 exec Assign#page2.tif source=NG-32670 exec Assign#page3.tif	

CH \$40.00 11026537

PATENT

Attorney Docket No. NG-32670

For:  U.S. and/or  Foreign-Rights  
For:  U.S. Application-or  U.S. Provisional Application  
For:  U.S. Patent For:  PCT Application  
By:  Inventor or  Present-Owner

**ASSIGNMENT OF INVENTION (SINGLE INVENTOR)**

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR:

Donald R. Krause

Inventor(s) or person(s) or entity(ies) who own the invention

W4722 Superior Drive

Lomira, WI 53048

Address

Nationality USA

hereby sells, assigns and transfers to

ASSIGNEE:

National Graphics, Inc.

Inventor(s) or person(s) or entity(ies) who own the invention

4065 N. Calhoun Rd.

Brookfield, WI 53005

Address

and the successors, assigns, and legal representatives of the ASSIGNEE  
(complete one of the following)

the entire right, title, and interest

an undivided \_\_\_\_\_ percent (\_\_\_\_%) interest

for the United States and its territorial possessions,

(check the following box, if foreign rights are also to be assigned)

and in all foreign countries,

including all rights to claim priority, in and to the invention, including any and all improvements that are disclosed in the invention, entitled:

**CONTINUOUS LENTICULAR IMAGE LABEL WEB**

and which is found in (37 C.F.R. § 3.21)

- (a)  U.S. patent application executed on even date herewith
- (b)  U.S. patent application executed on \_\_\_\_\_.
- (c)  U.S. provisional application naming the above inventor(s) for the above-entitled invention  
 Express mail label no.:

Mailed: \_\_\_\_\_

- To comply with 37 C.F.R. § 3.21 for recordal of this assignment, I, an ASSIGNOR signing below, hereby authorize and request my attorney to insert below the filing date and application number when they become known.
- (d)  U.S. application no. 11/026,537 filed on December 30, 2004
- (e)  International application no. \_\_\_\_\_ PCT/ filed on \_\_\_\_\_
- (f)  U.S. patent no. \_\_\_\_\_ issued \_\_\_\_\_
- A change of address to which correspondence is to be sent regarding patent maintenance fees is being sent separately.

(check (g), if foreign application(s) is (are) also being assigned)

- (g)  and any legal equivalent thereof in a foreign country, including the right to claim priority

and, in and to, any and all Letters Patent to be obtained for said invention by the above application, or any continuation, division, renewal, or substitute thereof, and, as to any and all Letters Patent, to any and all reissues or re-examinations thereof.

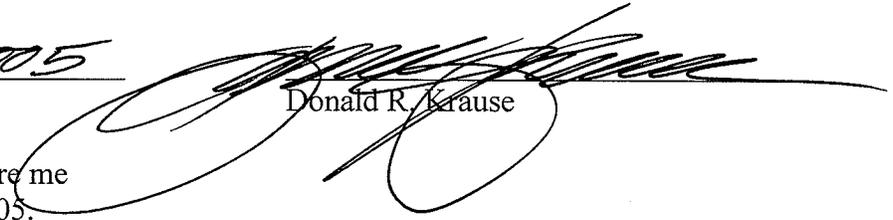
ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I have hereunto set hand and seal this \_\_\_ day of \_\_\_\_\_, 2005.

WARNING: The date of signing must be the same as the date of execution of the application, if item (a) was checked above.

Date: 2/24/2005



Donald R. Krause

Subscribed and sworn to before me  
this \_\_\_ day of February, 2005.

\_\_\_\_\_  
Notary Public, State of Wisconsin  
My commission expires: \_\_\_\_\_