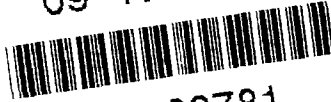


REC

09-17-2004



102838781
ONLY

9-7-04

U.S. PTO
29/212695



090704

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

☒ New
☐ Resubmission (Non-Recordation)
Document ID#
☐ Correction of PTO Error
Reel # Frame #
☐ Corrective Document
Reel # Frame #

Conveyance Type

☒ Assignment ☐ Security Agreement
☐ License ☐ Change of Name
☐ Merger ☐ Other
U.S. Government
(For Use ONLY by U.S. Government Agencies)
☐ Departmental File ☐ Secret File

Conveying Party(ies)

☒ Mark if additional names of conveying parties attached

Name (line 1) Dascenzo, William A.

Execution Date
Month Day Year
08 31 2004

Name (line 2)

Second Party

Name (line 1)

Name (line 2)

Execution Date
Month Day Year

Receiving Party

☐ Mark if additional names of receiving parties attached

Name (line 1) Outdoor Merchandising solutions, LLC

Name (line 2)

Address (line 1) P. O. Box 506

Address (line 2) 201B Tyler Drive

Address (line 3) Sarasota

FL

34230

City

State/Country

Zip Code

☐ If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment.)

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

40,00 09

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

PATENT
REEL: 015805 FRAME: 0456

Correspondent Name and Address

Area Code and Telephone Number (614) 436-0600

Name Gerald L. Smith

Address (line 1) Mueller and Smith, LPA

Address (line 2) 7700 Rivers Edge drive

Address (line 3) Columbus, OH 43235

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments.

2

Application Number(s) or Patent Number(s)

☐ Mark if additional numbers attached

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).

Patent Application Number(s)

Patent Number(s)

| | | |
|--|--|--|
| | | |
| | | |
| | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |

If this document is being filed together with a new Patent Application, enter the date the patent application was signed by the first named executing inventor.

Month Day Year
08 31 2004

Patent Cooperation Treaty (PCT)

Enter PCT application number
only if a U.S. Application Number
has not been assigned.

PCT PCT PCT
PCT PCT PCT

Number of Properties

Enter the total number of properties involved.

1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$ 40.00

Method of Payment:
Deposit Account

Enclosed ☒ Deposit Account ☐

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

13-4830

Authorization to charge additional fees:

Yes ☒ No ☐

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. Charges to deposit account are authorized, as indicated herein.

Gerald L. Smith

Name of Person Signing

Signature

September 7, 2004

Date

PATENT ASSIGNMENT

WHEREAS, I, William A. Dascenzo, of Sarasota, Florida, have invented certain new and useful improvements in Method and Apparatus for

MODULAR RETAIL MARKETING FACILITY

for which I am about to make application for Design Patent of the United States; and

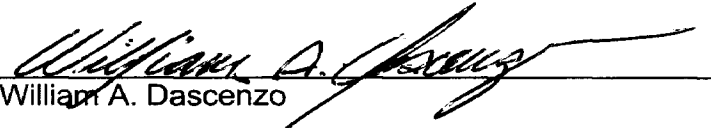
WHEREAS, Outdoor Merchandising Solutions, LLC, a corporation of the State of Delaware, having an office at P. O. Box 506, Sarasota, Florida, 34230-0506 herein called "Assignee", is desirous of acquiring my entire right, title, and interest in said invention and application therefor, and in any patent or patents to be obtained therefor;

NOW, THEREFORE, To All Whom It May Concern, be it known that, for and in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned, and transferred, and by these presents do sell, assign, and transfer unto said Assignee, my entire right, title and interest in and to the invention shown, described, or claimed therein, and to any improvements thereof, and the full and exclusive right and title to said application executed by me on the 31th day of August, 2004, preparatory to obtaining Design Patent of the United States therefor; and in and to any extensions, reissues, divisions, continuations, renewals, or continuations-in-part thereof; and I do hereby authorize and request the Commissioner of Patents and Trademarks or other proper Officer to issue such Design Patent to the Assignee of my entire right, title and interest in and to the same for the sole use and behoove of the said Assignee, and its successors or assigns.

And I further covenant and agree that I will, at the request and expense of the said Assignee, execute such further assurance of title as may be necessary or proper to fully convey the interest herein sought to be conveyed; that I will, at the request and expense of the said Assignee, execute such application papers as may be desired by the said Assignee for the filing of any division, continuation, renewal, or continuation-in-part of the application herein conveyed, or for the reissues or extension of any Design Patent that may be granted upon said application, and will execute such Supplemental Oaths and Preliminary Statements, or other papers as desired by the said Assignee.

And I further assign unto the said Assignee my whole right, title, and interest to the invention disclosed in the application throughout all countries foreign to the United States, and do hereby authorize the said Assignee to apply for patents therefor in its own name in countries where such procedure is proper and to claim the benefit of the International Convention and I do agree to execute applications for the said invention in the several countries where it is necessary that the same be executed by the inventor, and to execute assignments of such applications and the patents to be obtained therefor to the said Assignee, as well as all other necessary papers.

IN TESTIMONY WHEREOF, I have hereunto set our hands on the dates set forth below:


William A. Dascenzo

STATE OF FLORIDA

)
) SS.

COUNTY OF SARASOTA)

Personally appeared before me this day the above-named William A. Dascenzo, to me personally known, who acknowledged that he signed the foregoing instrument for the uses and purposes therein mentioned, and that the same is his free act and deed.

In testimony whereof, I have hereunto set my hand and affixed my seal this 31 day of AUGUST, 2004.



Judith A Foust
My Commission DD251983
Expires September 21, 2007

Judith A Foust

Notary Public
JUDITH A. FOUST
VICE PRESIDENT