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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):

Dilip Bhavnani

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

3. Nature of conveyance:



Assignment



Merger



Security Agreement



Change of Name



Other _____

Execution Date: 02/18/2005

2. Name and address of receiving party(ies)

Name: Sun Coast Merchandise Corporation

Internal Address: _____

Street Address: 6315 Bandini Blvd.

City: Commerce State: CA Zip: 90040

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) 10/241,422

B. Patent No.(s) _____

Additional numbers attached? ☐ Yes ☒ No

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

Name: Brian Carpenter

Internal Address: The Soni Law Firm

Street Address: 55 South Lake Ave; Ste 720

City: Pasadena State: CA Zip: 91101

6. Total number of applications and patents involved: 1

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



Enclosed



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9. Signature.

Brian M. Carpenter

Name of Person Signing

Signature

02/24/2005

Date

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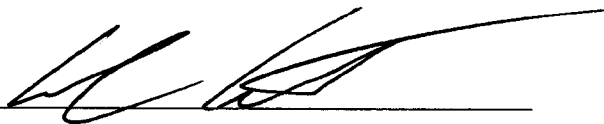
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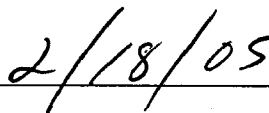
WHEREAS Mr. Carl Cetera hereafter referred to as ASSIGNOR is a joint inventor and owner of U.S. Utility Patent Application, entitled SELF RIGHTING VARIABLE-ORIENTATION DISPLAY ASSEMBLY ("Patent Application") having Docket Number SS-28A and of the invention or inventions described and claimed therein or which maybe claimed for such invention or inventions; and

WHEREAS, Sun Coast Merchandise Corp., Inc. having a place of business at 6315 Bandini Blvd., Commerce, CA 90040, said corporation hereafter referred to as ASSIGNEE, desires to acquire the full and exclusive right, title, and interest in and to said invention or inventions and said Patent Application and any Patents which issue therefrom.

Now, THEREFORE, for valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer, and set over unto the said ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest in and to said invention or inventions and said Patent Application and any utility or design patents which issue therefrom including any continuations, continuations-in-part, divisions, reexamination certificates, renewals, substitutes or reissues thereof and any foreign patent rights corresponding to or derived from any of them for the full term for which the same may be granted; and ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue any Letters Patent which issue therefrom to said ASSIGNEE its successors and assigns, in accordance with this assignment.



Mr. Carl Cetera



Date