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U.S. DEPARTMENT OF COMMERCE
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5/27/05

To the Director of the United States Patent and Trademark Office

the attached original documents or copy thereof.

1. Name of conveying party(ies):

Lester Morrow

Additional names(s) of conveying party(ies) Yes No

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

Name: In-Store Systems, LLC

Internal Address: Chanhassen, MN 55317

Street Address:
City: Chanhassen State: MN ZIP: 55317

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

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other

Execution Date:

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

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

A. Patent Application No.(s)

11/080,589

B. Patent No.(s)

Additional numbers attached? Yes No

OPR/FINANCE
MAY 27 AM 7:30

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

Name: Christopher G. Frank

Internal Address: Suite 1130

Street Address: 121 South Eighth Street

City: Minneapolis State: MN ZIP: 55402

6. Total number of applications and patents involved: 1

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

- Enclosed - Any excess or insufficiency should be credited or debited to deposit account
- Authorized to be charged to deposit account

8. Deposit account number:

50-0789

(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.

Christopher G. Frank

Chris Frank

May 25, 2005

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:
Mail Stop Assignment Recordation Services

Director of the United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450

PATENT

REEL: 016601 FRAME: 0120

05/31/2005 EDCOPER 11080589 0000025 01 FC:0021

Assignment of Rights in Invention
(Sole inventor; single assignee)

Docket No.
2005-2468.ORI

Inventor

Residence of Inventor

Lester Morrow

6673 Mulberry Circle
Chanhassen, MN 55317

Assignee

Residence or Principal Place of Business of Assignee

In-Store Systems, LLC

P.O. Box 309
Chanhassen, MN 55317

Whereas, I, the above-identified Inventor, have invented certain new and useful improvements in:

PRODUCT DISPLAY APPARATUS

(hereinafter referred to as "Invention") for which I am making application for Letters Patent in the United States of America;

And, whereas I desire to assign a 100% undivided interest in said Invention, said application disclosing the Invention and any Letters Patent which may be granted therefor to the above-identified Assignee, and whereas said Assignee is desirous of acquiring the entire right, title and interest in the same;

Now, this indenture witnesseth, that for the sum of **one** *dollars (\$*
), and other good and valuable consideration, the receipt whereof is hereby acknowledged;

I hereby assign, sell and transfer a 100% undivided interest in said invention, said application, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted for said Invention, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to me with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;

And I hereby authorize and request the Director of the United States Patent and Trademark Office to issue said United States Letters Patent to said Assignee, as assignee of the whole right, title and interest thereto;

And I further agree to execute all necessary and lawful future documents, including assignments in favor of Assignee, or its designees as Assignee or its Assignees may from time-to-time present to me in order to perfect title in said Invention, modifications, and improvements in said Invention, applications and Letters Patent of the United States and countries foreign thereto;

Assignment of Rights in Invention
(Sole inventor; single assignee)

Docket No.
2005-2468.ORI

Inventor	Residence of Inventor
Lester Morrow	6673 Mulberry Circle Chanhassen, MN 55317
Assignee	Residence or Principal Place of Business of Assignee
In-Store Systems, LLC	P.O. Box 309 Chanhassen, MN 55317

And I further agree to sign and properly execute such necessary and lawful papers for application for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid Invention, as the Assignee thereof shall hereafter require and prepare at its own expense.

Executed this 23 day of MAY, in the year 2005

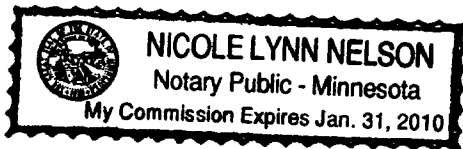
at


(Signature of Inventor)

State of Minnesota

County of Hennipen

Before me personally appeared Lester Morrow who acknowledged the foregoing instrument to be a free act and deed and also represented that he or she is authorized to execute the same this 23 day of MAY, in the year 2005




(Notary Public)