

# PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
John C. Sellars		11/17/2005
RECEIVING PARTY DATA		
Name:	Sellars Absorbent Materials, Inc.	
Street Address:	6540 North Industrial Road	
City:	Milwaukee	
State/Country:	WISCONSIN	
Postal Code:	53223	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	29238738	
CORRESPONDENCE DATA		
Fax Number:	(612)492-7077	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-492-7017	
Email:	jhaller@fredlaw.com	
Correspondent Name:	James R. Haller/Fredrikson & Byron, P.A.	
Address Line 1:	200 South Sixth Street, Suite 4000	
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ATTORNEY DOCKET NUMBER:	34673.45.2	
NAME OF SUBMITTER:	James R. Haller	
Total Attachments: 2 source=34673.45.2 assignment#page1.tif source=34673.45.2 assignment#page2.tif		

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PATENT  
REEL: 016826 FRAME: 0614

For: U.S. Rights and Foreign Rights  
For: U.S. Application  
By: Inventor

**ASSIGNMENT OF INVENTION**

I, John C. Sellars have made invention relating to **Product Display Packaging** and have executed a U.S. continuation-in-part design patent application for based thereon and based on US Design Patent Application No. 29/230,349, identified by attorney's File No. 34673.45.2, and naming the following inventor: John C. Sellars, Application No. 29/238,738 filed September 20, 2005

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:**

John C. Sellars  
10661 W. Grantosa Drive  
Wauwatosa, WI 53222  
United States of America  
Citizenship: U.S.A.

hereby sells, assigns and transfers to

**ASSIGNEE:**

Sellars Absorbent Materials, Inc.  
6540 North Industrial Road  
Milwaukee 53223-5812

and the successors, assigns and legal representatives of the ASSIGNEE the entire right, title and interest for the United States and its territorial possessions and in all foreign countries, including all rights to claim priority, in and to any and all improvements which are disclosed in the invention entitled:

**PRODUCT DISPLAY PACKAGING**

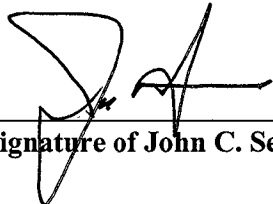
and which is found in (37 C.F.R. Section 3.21) U.S. Design Patent Application no. 29/238,738, which is a continuation-in-part of U.S. Application No. 29/230,349 filed on May 19, 2005 and any legal equivalent thereof in a foreign country, including the right to claim priority and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination 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.

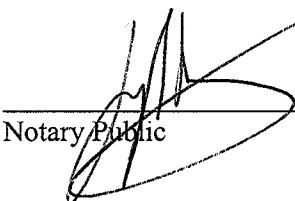
ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation 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.

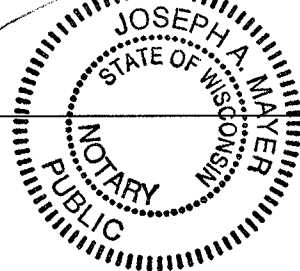
IN WITNESS WHEREOF, I have hereunto set hand and seal this 17<sup>th</sup> day of November. 2005.

Date: 11.17.05

  
Signature of John C. Sellars

Before me this 17 day of November. 2005, personally appeared the above named individual, to me known to be the person who is described in, and who executed the foregoing assignment instrument and acknowledged to me that he executed the same of his own free will for the purpose therein expressed.

  
Notary Public



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