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Attorneys at Law
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ASSIGNMENT OF APPLICATION FOR PATENT

WHEREAS, WE, Michael Brinkman, Craig Zadak, and Kirk Lewis, of 2639 Malmaison Road, Belvidere, Illinois 61008; 4821 Wild Deer Trail, Roscoe, Illinois 61073; and 340 SE Chelsea Drive, Lee's Summit, Missouri 64063, respectively, have invented and own a certain invention entitled:

CURVED BACK LABEL HOLDER FOR A SHELF

for which invention we have executed an application for Letters Patent of the United States, which was filed on September 26, 2005, under Application No. 11/235,566, and

WHEREAS, Southern Imperial, Inc., of 1400 Eddy Avenue, Rockford, Illinois 61103 (hereinafter referred to as Assignee), a corporation of Illinois, is desirous of acquiring the entire domestic and foreign right, title, and interest in and under the invention described in the application for Letters Patent.

NOW, THEREFORE, for good and valuable considerations, the receipt and sufficiency of which are hereby acknowledged, we assign and transfer to the Assignee and the Assignee's legal representatives, successors and assigns the full and exclusive rights in and to the invention in the United States and every foreign country and the entire right, title, and interest in and to the application for Letters Patent and other such applications (e.g., continuations, continuations-in-part, divisionals and reissues) that may be filed in the United States and every foreign country, and the Letters Patents or extensions thereof, both foreign and domestic, that may or shall issue thereon, and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue the Letters Patent in the United States to the above-mentioned Assignee agreeably with the terms of this assignment document.

WE HEREBY AUTHORIZE the Assignee to insert in this assignment document the filing date and serial number of the application if the date and number are unavailable at the time this document is executed.

UPON SAID CONSIDERATION, we convey to the Assignee the right to make application in its own behalf for protection of the invention in countries foreign to the United States and to claim under the International Convention and/or other international arrangement for any such application the date of the United States application (or any other application if any there be) to gain priority with respect to other applications.

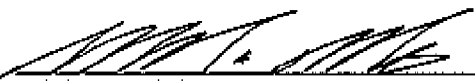
WE DO HEREBY COVENANT and agree with the Assignee that we will not execute any writing or do any act whatsoever conflicting with the terms of this assignment document set forth herein, and that we will at any time upon request, without further or additional consideration, but at the expense of the Assignee, execute such additional assignments and other writings and do such additional acts as the Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuation, renewal, reissued, or extended Letters Patent of the United States or of any and all foreign countries on the invention, and in enforcing any rights or chooses in action accruing as a result of such applications or patents, and by executing statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of, the assigns and legal representatives of all parties hereto.

In re Appl. Of: Michael Brinkman et al.
Attorney Docket No.: 502823-CIP

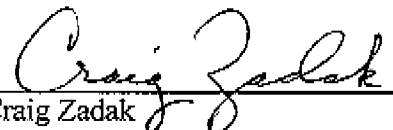
This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, we have hereunder set our hands on the dates shown below.

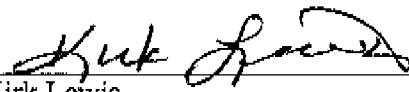
Date 9/22/05


Michael Brinkman

Date 9-08-05


Craig Zadak

Date 9-14-2005


Kirk Lewis