

11-30-2006



SHEET

103342494

NOV 27 AM 11:39

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

News America Marketing In-Store L.L.C.

2. Name and address of receiving party(ies)

Name: News America Marketing Properties L.L.C.

Internal Address: _____

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

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 11/08/2006

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

Street Address: 303 E. Wacker Drive

City: Chicago

State: Illinois

Country: USA Zip: 60601

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

4. Application or patent number(s):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

11/29/2005 DBYRNE 00000010 140789 D328543

B. Patent No.(s)

D328,543 5237767
D328,212 5289652
5083765 5344250
5207349 5472289

Additional numbers attached? ☐ Yes ☒ No

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

Name: Michelle V. Francis

Internal Address: News America Incorporated

Street Address: 1211 Avenue of the Americas, 4th Floor

City: New York

State: NY Zip: 10036

Phone Number: 212-852-7729

Fax Number: 212-852-7217

Email Address: dcosta@newscorp.com

6. Total number of applications and patents involved: 8

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 320

- ☐ Authorized to be charged by credit card
☒ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 140789

Authorized User Name Donna Voss Costa

9. Signature:

Signature

Date

MICHELLE V. FRANCIS

Name of Person Signing

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

PATENT ASSIGNMENT

This **PATENT ASSIGNMENT** ("Assignment") is made this 8th day of November 2006 by and between News America Marketing In-Store L.L.C., a Delaware limited liability company with offices at 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808 ("Assignor") and News America Marketing Properties L.L.C., a Delaware limited liability company with offices at 303 E. Wacker Drive, Chicago, Illinois 60601 ("Assignee").

WHEREAS, Assignor is the owner of the right, title, and interest in and to the patent(s) identified in Schedule A hereto (hereinafter "Patents");

WHEREAS, Assignee, desires to acquire all of Assignor's right, title and interest in and to said Patents and related rights as set forth below in Paragraph 1;

WHEREAS, Assignor agrees to transfer to Assignee all of Assignor's right, title and interest in and to the Patents and related rights as set forth below in Paragraph 1;

NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, that:

1. Assignor hereby sells, assigns, transfers, and sets over unto Assignee, its successors and assigns, and Assignee hereby accepts from Assignor, all of Assignor's right, title, and interest in and to said Patents and the inventions claimed therein, including: all original, reissued, and reexamined patents that originate therefrom in this and in foreign countries, all rights of priority, all continuation, divisional, continuation-in-part and substitute patent applications that may be filed therefor in this and in foreign countries, and all original, reissued, and reexamined patents that may issue from said continuation, divisional, continuation-in-part and substitute applications, together with the rights to all income derived from said patents, including the right to sue for past and future infringement thereof and to recover all past and future damages therefrom for its own use and benefit and for the use and benefit of its successors and assigns or other legal representatives; said Patents to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made; and that

2. Assignor agrees, at the request of Assignee, to perform such proper additional acts, and to execute such additional documents, as reasonably requested from time to time by Assignee, its successors and assigns to effect the transfer to Assignee, its successors and assigns of all of Assignor's right, title and interest in the Patents and related rights as set forth in Paragraph 1 above. Assignor hereby authorizes all governmental agencies having jurisdiction over the Patents to identify Assignee as the owner of all letters patent issuing from applications pending among said Patents; and that

3. Assignor acknowledges and agrees that it has the power and authority to assign the Patents and related rights as set forth in Paragraph 1 to Assignee pursuant to this Assignment.

REMAINDER OF PAGE INTENTIONALLY LEFT BLANK

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed by their respective duly authorized representatives as of the day and year above written.

NEWS AMERICA MARKETING IN-STORE L.L.C.

By: Michelle V. Francis
Name: Michelle V. Francis
Title: Vice President

**STATE OF NEW YORK
COUNTY OF NEW YORK**

I, Donna Voss Costa, a Notary Public of the State of New York, do hereby certify that Michelle V. Francis personally appeared before me this day and acknowledged that she is the Vice President of News America Marketing In-Store L.L.C., a limited liability company organized and existing pursuant to the laws of the State of Delaware, and that by authority duly given and as an act of the limited liability company, the foregoing instrument was signed in its name by her as its Vice President, as the free act and deed of the limited liability company.

WITNESS MY HAND AND NOTARIAL SEAL this 8th day of November, 2006

Donna Voss Costa
Notary Public

My Commission Expires: 4/22/10

DONNA VOSS COSTA
Notary Public
State of New York
No. 01VO5059161
Qualified in Queens County
Commission Expires April 22, 2010

NEWS AMERICA MARKETING PROPERTIES L.L.C.

By: Michelle V. Francis
Name: Michelle V. Francis
Title: Vice President

**STATE OF NEW YORK
COUNTY OF NEW YORK**

I, Donna Voss Costa, a Notary Public of the State of New York, do hereby certify that Michelle V. Francis personally appeared before me this day and acknowledged that she is the Vice President of News America Marketing Properties L.L.C., a limited liability company organized and existing pursuant to the laws of the State of Delaware, and that by authority duly given and as an act of the limited liability company, the foregoing instrument was signed in its name by her as its Vice President, as the free act and deed of the limited liability company.

WITNESS MY HAND AND NOTARIAL SEAL this 8th day of November, 2006

Donna Voss Costa
Notary Public

My Commission Expires: 4/22/10

DONNA VOSS COSTA
Notary Public
State of New York
No. 01VO5059161
Qualified in Queens County
Commission Expires April 22, 2010

Schedule A

Patent(s)

Patent No.

D328,543

D328,212

5083765

5207349

5237767

5289652

5344250

5472289

Title

Coupon Dispenser

Coupon Dispenser

Coupon Dispenser

Coupon Dispenser

Mounting Device

Advertising Display Mounting Device

Advertising Display Mounting Device

Advertising Display Mounting Device