

**PATENT ASSIGNMENT**

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| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                         |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT                             |
| <b>CONVEYING PARTY DATA</b>   |  |
| <b>Name</b>   | <b>Execution Date</b>                  |
| James R. Moser  | 01/15/2007                             |
| <b>RECEIVING PARTY DATA</b>   |  |
| <b>Name:</b>  | McLean Packaging Corporation           |
| <b>Street Address:</b>  | 3450 Salmon Street                     |
| <b>City:</b>  | Philadelphia                           |
| <b>State/Country:</b>   | PENNSYLVANIA                           |
| <b>Postal Code:</b>   | 19134                                  |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |
| <b>Property Type</b>  | <b>Number</b>                          |
| Application Number:   | 11623395                               |
| <b>CORRESPONDENCE DATA</b>  |  |
| <b>Fax Number:</b>  | (215)979-1020                          |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>      |  |
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| <b>Correspondent Name:</b>  | Stephan P. Gribok                      |
| <b>Address Line 1:</b>  | Duane Morris LLP; 30 South 17th Street |
| <b>Address Line 4:</b>  | Philadelphia, PENNSYLVANIA 19103-4196  |
| <b>ATTORNEY DOCKET NUMBER:</b>  | E1450-00004                            |
| <b>NAME OF SUBMITTER:</b>   | Stephan P. Gribok                      |
| <b>Total Attachments: 2</b><br>source=Assignment#page1.tif<br>source=Assignment#page2.tif |  |

CH \$40.00 11623395

## ASSIGNMENT

WHEREAS, the undersigned, James Moser, a US citizen residing at 25 Return Lane, Levittown, PA 19055 (hereinafter "ASSIGNOR") is the inventor of certain inventions or improvements for **FOLDED AND GLUED DISPLAY CONTAINER HAVING INTEGRAL SHELF ELEMENTS ERECTED BY DISPLACEMENT OF SUPPORT PANEL**, for which he has on the date indicated below next to his signature executed an application for Letters Patent of the United States;

WHEREAS, McLean Packaging Corporation, a PA corporation having a mailing address of 3450 Salmon Street Philadelphia, PA 19134 (hereinafter referred to as "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to the said inventions or improvements and in and to said application for patent, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in the United States or in any other country;

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) in hand paid by said ASSIGNEE, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, to said ASSIGNEE, the entire right, title and interest in and to said inventions or improvements and said application and any and all continuations, divisions, and renewals of and substitutes for said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in the United States and its possessions and territories and in all other countries, and any reissue or reissues or extension or extensions of said Letters Patent, the same to be held and enjoyed by said ASSIGNEE, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, sale and transfer not been made.

AND the undersigned ASSIGNORS hereby covenant that they have full right to convey the entire interest herein assigned, and that they have not executed and will not execute any agreement in conflict herewith, and further covenant and agree that they will each time request is made and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said inventions or improvements, said application and said Letters Patent in said ASSIGNEE, its successors, assigns, nominees, or legal representatives, and agrees to communicate to said ASSIGNEE or to its nominee all known facts respecting said inventions or improvements, said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisional, continuing, and reissue applications, to make all rightful oaths, and generally to do everything possible to aid said ASSIGNEE, its successors, assigns, nominees and legal representatives to obtain and enforce for its own benefit proper patent protection for said inventions or improvements in the United States and its possessions and territories and in all other countries;

AND ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks of the United States to issue to said ASSIGNEE, the entire right, title and interest, in and to any and all Letters Patent for said inventions or improvements, including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this assignment.

IN WITNESS WHEREOF, ASSIGNORS hereunto set their hand and seal, intending to be legally bound.

Date: 1/15/07 By:   
James Moser