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U.S. DEPARTMENT OF COMMERCE  
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Atty. Docket No.: 1507-77

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)**

Raymond M. Schneider

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

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

Name: Display Technologies

Internal Address: \_\_\_\_\_

Street Address: 111-01 14th Avenue

City: College Point

State: New York

Country: USA Zip: 11356

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

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

Execution Date(s) January 18, 2007

- Assignment  Merger
- Security Agreement  Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other \_\_\_\_\_

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

This document is being filed together with a new application.

A. Patent Application No.(s)  
HDEMESS1 00000021 11656730

B. Patent No.(s)

( 40.00 DP )

Additional numbers attached?  Yes  No

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

Name: Carter, DeLuca, Farrell & Schmidt, LLP

Internal Address: \_\_\_\_\_

Street Address: 445 Broad Hollow Road

Suite 225

City: Melville

State: NY Zip: 11747

Phone Number: 631-501-5700

Fax Number: 631-501-3526

Email Address: \_\_\_\_\_

**6. Total number of applications and patents involved: 1**

**7. Total fee (37 CFR 1.21(h) & 3.41) \$40.00**

- 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 50-2140

Authorized User Name \_\_\_\_\_

**9. Signature:**

David M. Carter  
Signature

January 23, 2007

Date

David M. Carter

Name of Person Signing

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

4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
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11/656730



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01/25/2007  
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PATENT

For:  U.S. and/or  Foreign Rights  
For:  U.S. Application or  U.S. Patent  
By :  Inventor(s) or  Present Owner

### ASSIGNMENT OF INVENTION

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: Raymond M. Schneider  
(Inventor(s) or  
person(s) or entity(es)  
who own the invention)

(If assignment is by person or entity to whom invention was previously assigned and this was recorded in PTO add the following)

Recorded on

Reel

Frame

hereby sells, assigns and transfers to

ASSIGNEE:

DISPLAY TECHNOLOGIES  
(Type or print name of ASSIGNEE)

111-01 14<sup>th</sup> Avenue  
Address

College Point, New York 11356

United States  
Nationality

and the successors, assigns and legal representatives of the ASSIGNEE  
(complete one of the following)

(Assignment of Invention [16-3]-- page 1 of 3)

the entire right, title and interest

an undivided \_\_\_\_\_ percent (\_\_\_\_\_% ) interest for the United States and its territorial possessions

(check the following box if foreign rights are also to be assigned)

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:

### SHELF DIVIDER

(check and complete (a), (b), (c) or (d))

and which is found in

- (a)  U.S. patent application executed on even date herewith.
- (b)  U.S. patent application executed on \_\_\_\_\_.
- (c)  U.S. PCT application Serial No. \_\_\_\_\_ filed on \_\_\_\_\_
- (d)  U.S. Patent No. \_\_\_\_\_ issued \_\_\_\_\_.

A change of address to which correspondence is to be sent regarding patent maintenance fees is being sent separately.

(also check (e) if foreign application(s) is also being assigned)

(e)  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.

(Assignment of Invention [16-3]-- page 2 of 3)

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this  
(Date of signing).

WARNING: Date of signing must be the same as the date of execution of the application if item (a) was checked above.

*Raymond M. Schneider*  
\_\_\_\_\_  
Raymond M. Schneider

*1/18/07*  
\_\_\_\_\_  
Dated

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
Dated

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
Dated

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
Dated

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
Dated

If ASSIGNOR is a legal entity complete the following information

\_\_\_\_\_  
Type or print the name of the above person  
authorized to sign on behalf of ASSIGNOR

\_\_\_\_\_  
Title

NOTE: No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized then it will only be prima facie evidence of execution 35 USC 261. Use next page if notarization is desired.

[ ] Notarization or Legalization Page Added.

(Assignment of Invention [16-3]-- page 3 of 3)