

03-09-2007

U.S. PTO  
11/708243  
02/20/2007

2-20-07



ET

103380549

To the Director of the U.S. Patent

documents or the new address(es) below.

**1. Name of conveying party(ies)**

Alan Rabinowitz  
Richard Ryczek

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

Name: Vira Manufacturing, Inc.

Internal Address: One Buckingham Avenue

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

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

Execution Date(s) 2/15/2007

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

Street Address: One Buckingham Avenue

City: Perth Amboy

State: New Jersey

Country: USA Zip: 08861

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)

B. Patent No.(s)

11/708243

Additional numbers attached?  Yes  No

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

Name: Robert L. Epstein, Esq.

Internal Address: 60 East 42nd Street

Street Address: 60 East 42nd Street

Suite 820

City: New York

State: New York Zip: 10165

Phone Number: (212) 292-5390

Fax Number: (212) 292-5391

Email Address: repstein@ipzpcounselors.com

**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 1019  
Expiration Date 3/2009

b. Deposit Account Number \_\_\_\_\_  
Authorized User Name \_\_\_\_\_

**9. Signature:**

  
Signature

February 20, 2007

Date

Robert L. Epstein, Esq.  
Name of Person Signing

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

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

02/23/2007 AWONDAF1 00000005 11708243

01 FC:0021

( 40.00 OP )

# ASSIGNMENT OF APPLICATION

Docket Number (Optional)  
1320-013

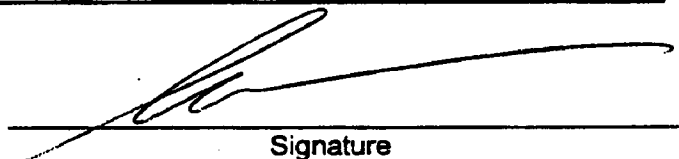
Whereas, I/We, Alan Rabinowitz of Freehold, N.J., hereafter referred to as applicant, have invented certain new and useful improvements in APPARATUS FOR SECURE DISPLAY, INTERACTIVE DELIVERY OF PRODUCTS INFORMATION, etc.

for which an application for a United States Patent was filed on \_\_\_\_\_  
Application Number \_\_\_\_\_

for which an application for a United States Patent was executed on 2/15/2007, and  
Whereas, Vira Manufacturing, Inc. of Perth Amboy, N.J. here referred to "assignee" whose mailing address is One Buckingham Avenue, Perth Amboy New Jersey 08861 is desirous of acquiring the entire right, title and interest in the same;

Now, therefore, in consideration of the sum of One dollars (\$ 1.00 ), the receipt whereof is acknowledge, and other good and valuable consideration, I/We, the applicant(s), by these presents do sell, assign and transfer unto said assignee the full and exclusive right to the said invention in the United States and the entire rights, title and interest in and to any and all Patents which may be granted therefore in the United States. I/We hereby authorize and request the Director of the U.S. Patent and Trademark Office to issue said United States Patent to said assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

Executed this 15 day of FEBRUARY, 20 07  
at PERTH AMBOY, NJ

  
Signature

State of NEW JERSEY  
County of MIDDLESEX

SS: ALAN RABINOWITZ  
Printed Name/Registration No., if applicable

Before me personally appeared said ALAN RABINOWITZ  
and acknowledged the foregoing instrument to be his free act and deed this 15  
day of FEBRUARY, 20 07.

Seal Deepa Kewalramani

Note: Signatures of all the inventors or assignees of record of the entire interest or the entire interest in the invention (if applicable) are required. Submit multiple forms if more than one signature is required. See below.

**DEEPA KEWALRAMANI**  
**NOTARY PUBLIC OF NEW JERSEY**  
**COMMISSION #2179965**  
**MY COMMISSION EXPIRES 8/16/10**

Total of 1 forms are submitted.

This form offers a sample or suggested format for an assignment document. This sample form is not an OMB officially approved form.

ASSIGNMENT OF APPLICATION

Docket Number (Optional)
1320-013

Whereas, I/We, Richard Ryczek of Butler, N.J., hereafter referred to as applicant, have invented certain new and useful improvements in APPARATUS FOR SECURE DISPLAY, INTERACTIVE DELIVERY OF PRODUCT INFORMATION, etc.

[ ] for which an application for a United States Patent was filed on Application Number

[X] for which an application for a United States Patent was executed on 2/15/2007, and

Whereas, Vira Manufacturing of Perth Amboy, N.J., Inc. here referred to "assignee" whose mailing address is One Buckingham Avenue, Perth Amboy, New Jersey 08861 is desirous of acquiring the entire right, title and interest in the same;

Now, therefore, in consideration of the sum of One dollars (\$ 1.00 ), the receipt whereof is acknowledge, and other good and valuable consideration, I/We, the applicant(s), by these presents do sell, assign and transfer unto said assignee the full and exclusive right to the said invention in the United States and the entire rights, title and interest in and to any and all Patents which may be granted therefore in the United States. I/We hereby authorize and request the Director of the U.S. Patent and Trademark Office to issue said United States Patent to said assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

Executed this 15 day of FEBRUARY, 20 07 at PERTH AMBOY, NJ

Signature
RICHARD RYCZEK
Printed Name/Registration No., if applicable

State of NEW JERSEY
County of MIDDLESEX SS:

Before me personally appeared said RICHARD RYCZEK

and acknowledged the foregoing instrument to be his free act and deed this 15 day of FEBRUARY 20 07

Notary Public Signature: Deepa Kewalramani
DEEPA KEWALRAMANI
NOTARY PUBLIC OF NEW JERSEY
COMMISSION #217
MY COMMISSION EXPIRES

Seal

Note: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required. See below.

Total of 1 forms are submitted.

This form offers a sample or suggested format for an assignment document. This sample form is not an OMB officially approved form.