

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Martha Dempsey	07/13/2007
RECEIVING PARTY DATA	
Name:	Simplestand Inc.
Street Address:	1632 Enterprise Parkway
Internal Address:	Unit J
City:	Twinsburg
State/Country:	OHIO
Postal Code:	44087
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29280204
CORRESPONDENCE DATA	
Fax Number:	(216)348-5474
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	216-348-5400
Email:	ip@mcdonaldhopkins.com
Correspondent Name:	Robert H. Earp, III
Address Line 1:	600 Superior Avenue
Address Line 2:	Suite 2100
Address Line 4:	Cleveland, OHIO 44114
ATTORNEY DOCKET NUMBER:	13277-00015
NAME OF SUBMITTER:	Robert H. Earp, III
Total Attachments: 2 source=13a1cd~1#page1.tif source=13a1cd~1#page2.tif	

CH 29280204 \$40.00

PATENT

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REEL: 019610 FRAME: 0687

ASSIGNMENT OF PATENT APPLICATION

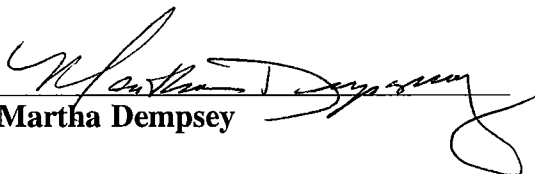
Whereas, I, Martha Dempsey, having an address at 1632 Enterprise Parkway, Unit J, Twinsburg, OH 44087, has invented, a new and useful invention, DISPLAY UNIT WITH TWO POCKETS for which a U.S. Design Patent Application was filed on May 21, 2007 having Attorney Docket No. 13277-00015 and Application Serial No. 29/280,204 and any subsequent applications filed in connection with the above invention (the "Patent").

Whereas, Simplestand Inc., having an address at 1632 Enterprise Parkway, Unit J, Twinsburg, OH 44087 hereinafter referred to as "Assignee," is desirous of acquiring the entire right, title and interest in and to said Patent;

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, the Assignor, by these presents do sell, assign and transfer unto Assignee, its successors and assigns, the full and exclusive right to the Patent and all letters patent of foreign countries which may be or have been issued on the invention disclosed in the Patent, all divisions, reissues, and continuations thereof, and all inventions disclosed therein, together with all claims for damages by reason of past or future infringement, with the right to sue for and collect the same for the use and benefit of Assignee and its successors and assigns.


Assignor warrants that he is the exclusive owner of the entire legal and equitable interest in the Patent and the invention disclosed therein, free and clear of all liens and encumbrances; and that he has full power, authority, and capacity to make this Assignment to Assignee. Assignor covenants and agrees for himself and for his successors and assigns that, at Assignee's request, he will cause to be executed and delivered any applications, affidavits, assignments, and other instruments as may be deemed necessary or desirable by Assignee to secure for or vest in Assignee, its successors or

assigns, all right, title, and interest in and to any application, patent, or other right or property covered by this assignment, including the right to apply for and obtain patents in foreign countries under the provisions of the International Convention; and Assignor hereby requests and authorizes the United States Commissioner of Patents and Trademarks to issue any and all United States patents granted on the Patent to Assignee as owner of the entire right, title, and interest in and to the same, and authorizes appropriately empowered officials of foreign countries to issue any letters patent granted on the Patent to Assignee as owner of the entire right, title, and interest in and to the same.

By: 
Martha Dempsey

STATE OF Ohio)
) SS:
COUNTY OF Summit)

Before me personally appeared, Martha Dempsey, who acknowledged the foregoing instrument to be his free act and deed this 13 day of July, 2007.


Notary Public
ROBERT H. EARP, III, Attorney-at-Law
Notary Public, State of Ohio
My Commission has no expiration date.
Section 147.03 O. R. C.