

## PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Mr. Eugene Novin	03/27/2007
RECEIVING PARTY DATA	
Name:	Southco, Inc.
Street Address:	210 North Brinton Lake Road
Internal Address:	P.O. Box 0116
City:	Concordville
State/Country:	PENNSYLVANIA
Postal Code:	19331-0116
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11692165
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	121-07
NAME OF SUBMITTER:	Ourmazd S. Ojan
Total Attachments: 1 source=2007_121_assignment#page1.tif	

OP \$40.00 11692165

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PATENT  
REEL: 019820 FRAME: 0886

ASSIGNMENT

WHEREAS, **Eugene Novin**, a citizen of the United States, residing at, **1098 Boxwood Lane, Blue Bell, Pennsylvania, 19422, USA** (hereinafter referred to as the undersigned), has invented a **DISPLAY MOUNTING APPARATUS** for which a United States Utility Patent Application, having Serial Number **11/692,165** was filed on **March 27, 2007**;

WHEREAS, Southco, Inc., a corporation of the State of Delaware with a principal place of business at 210 North Brinton Lake Road, P.O. Box 0116, Concordville, PA 19331, (hereinafter referred to as the assignee), is desirous of acquiring the entire right, title and interest in said invention, said application and all letters patent issuing for said invention;

NOW THEREFORE, in consideration of One Dollar (\$1.00) and of the obligations of the employment of the undersigned with the assignee and other good and valuable consideration, receipt of which is acknowledged by the undersigned, the undersigned, intending to be legally bound, does hereby sell, assign and transfer to the assignee and the successors, assigns, and legal representatives of the assignee the entire right, title and interest, for the United States of America, its territories and possessions, and for all foreign countries, in said invention, said patent application and all divisions, continuations, renewals and substitutes thereof, and in all letters patent including all reissues and reexaminations thereof issuing for said invention;

And it is agreed that the undersigned shall be legally bound, upon request of the assignee, to supply all information and evidence relating to the making and practice of said invention, to testify in any legal proceeding relating thereto, to execute all instruments proper to patent the invention in the United States and foreign countries in the name of the assignee, and to execute all instruments proper to carry out the intent of this instrument;

And the rights and property herein conveyed by the undersigned are free and clear of any encumbrance.

4/18/07  
Date

Eugene Novin  
Eugene Novin

Diane Limino  
Witness