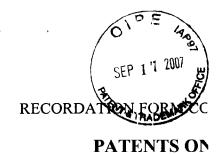
Form PTO-1595 1-31-92



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Our Ref.: MJK-790-1871

	To the Director of the U.S. Patent and Trademark Office: Please record the a.		
	1. Name of conveying party(ies):	2. Name and address of receiving party(ies):	
\sim	1 Tatsuo Mori 5		
`	2 6	1) Name: Sharp Kabushiki Kaisha	
17.0	3 7	Street Address: 22-22, Nagaike-cho, Abeno-ku	
_	4 8	City: Osaka	
_	0	State/Country: Jones 7in:	
7	Additional name/s of conveying party/ies attached? 3. Nature of conveyance:	State/Country: Japan Zip: 2) Name	
	Assignment Merger	Street Address:	
	Security Assignment Change of Name	City:	
	Other	State: Zip:	
	Execution Date: September 7, 2007	Additional name/s & address/es attached? Yes No	
	4. Application number(s) or patent number(s): This assignment is being filed together with a new application		
	A. Patent Application No(s).	B. Patent No(s).	
	(1) 29/274,804	(1)	
	(2)	(2)	
	(3)	(3)	
	Additional numbers attached Yes No		
	5. Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications & patents involved: 1 7. Total fee (37 CFR 3.41) \$ 40.00	
	Name: Michael J. Keenan	Note: 100 100	
		Authorized to be charged to deposit account #14-1140	
	Internal Address:		
	Internal Madress.	8. The Commissioner is hereby authorized to charge any	
	Street Address: Nixon & Vanderhye P.C.	deficiency in the fee(s) filed, or asserted to be filed, or which	
	901 North Glebe Road	should have been filed herewith (or with any paper thereafter	
	11th Floor	filed in this application by this firm) to our Account No.	
	City: Arlington State: VA Zip: 22203	14-1140.	
	DO NOT USE THIS SPACE		
	9. Statements and signature.		
	9. Statements and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy		
	of the original document.		
	September 17, 2007		
	Michael I Keenan		
	Name of Person Signing Signature Date		
	lydine of reison organis		
	Reg. No. 32,106 Total number of pages including original cover sheet, attachments, and document: [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, VA 22313-1450

69/18/2007 JADDO1 60000086 29274804 66 FC:8021 40.00 OP

#1249820 v1 - 790-1871 Form PTO-1595

ASSIGNMENT FOR PATENT APPLICATION (All Rights)

WHEREAS, Tatsuo Mori (hereinafter ASSIGNOR) of 3-15-1-203 Suzaku, Nara-shi, Nara-ken, Japan, has invented a certain improvement in LCD TAG FOR DISPLAY SHELF for which a so-entitled application for Letters Patent of the United States was filed in the United States Patent and Trademark Office on May 25, 2007 under Serial No. 29/274,804;

WHEREAS, Sharp Kabushiki Kaisha (hereinafter ASSIGNEE), a corporation of the Country of Japan, having an office and place of business at 22-22 Nagaike-cho, Abeno-ku, Osaka, Japan is desirous of acquiring an interest therein;

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR by these presents hereby sells, assigns, and transfers unto the said ASSIGNEE, its successors, assigns, and legal representatives, ASSIGNOR'S entire right, title and interest in the United States of America and all foreign countries, in and to the invention as described in the aforesaid application, and to the said application and to all subsequent applications based thereon including any and all continuations, divisions, reissues, and substitutes of said application, and all resulting patents, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres; and the ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns, and legal representatives. It is understood and agreed that ASSIGNEE'S attorneys Nixon & Vanderhye P.C. have represented only ASSIGNEE and will continue to represent only ASSIGNEE with respect to this invention;

ASSIGNOR hereby agrees to transfer a like interest upon request of said ASSIGNEE, its successors, assigns, and legal representatives, and without further remuneration, in and to any improvements, and applications for patents based thereon, growing out of or related to the said invention;

ASSIGNOR hereby agrees to execute any papers by ASSIGNEE, its successors, assigns, and legal representatives, deemed essential to ASSIGNEE'S full protection and title in and to the invention hereby transferred; and

PATENT REEL: 019871 FRAME: 0634

790-1871

ASSIGNOR hereby agrees, upon request of ASSIGNEE, and without further remuneration, to execute any and all papers desired by ASSIGNEE, for the filing and granting of foreign applications and the perfecting of title thereto in ASSIGNEE.

AGREED and executed as noted below:

September 7, 2007

Date

Witnessed by:

Len Sugujuma September 7, 2007

Name:

Date: