

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT						
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT						
<b>CONVEYING PARTY DATA</b>							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Michael J. Robinson</td> <td>12/10/2007</td> </tr> <tr> <td>William P. Manteufel</td> <td>12/10/2007</td> </tr> </tbody> </table>		Name	Execution Date	Michael J. Robinson	12/10/2007	William P. Manteufel	12/10/2007
Name	Execution Date						
Michael J. Robinson	12/10/2007						
William P. Manteufel	12/10/2007						
<b>RECEIVING PARTY DATA</b>							
<b>Name:</b>	Menasha Corporation						
<b>Street Address:</b>	1645 Bergstrom Road						
<b>Internal Address:</b>	P.O. Box 367						
<b>City:</b>	Neenah						
<b>State/Country:</b>	WISCONSIN						
<b>Postal Code:</b>	54957-0367						
<b>PROPERTY NUMBERS Total: 1</b>							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11767271</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11767271		
Property Type	Number						
Application Number:	11767271						
<b>CORRESPONDENCE DATA</b>							
<b>Fax Number:</b>	(312)264-2494						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
<b>Phone:</b>	3123461300						
<b>Email:</b>	docket@schwartzcooper.com						
<b>Correspondent Name:</b>	Roger H. Stein						
<b>Address Line 1:</b>	Schwartz Cooper Chartered						
<b>Address Line 2:</b>	180 North LaSalle Street, Suite 2700						
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<b>ATTORNEY DOCKET NUMBER:</b>	53067-7028						
<b>NAME OF SUBMITTER:</b>	Roger H. Stein						
<b>Total Attachments: 1</b> source=Assignment#page1.tif							

**CH \$40.00 11767271**

**PATENT**

ASSIGNMENT

Application No. 11/767,271

Filed: June 22, 2007

IN CONSIDERATION of one dollar and other good and valuable considerations, the receipt of which is hereby acknowledged, the entire right, title and interest in the invention or improvements of the undersigned in "Merchandiser" and in the application for Letters Patent of the United States therefor, executed by the undersigned concurrently herewith and in any reissue or extension of any Letters Patent that may be granted upon said application are hereby assigned by the undersigned to **Menasha Corporation**, a Wisconsin corporation, and the successors, legal representatives and assigns of **Menasha Corporation** (hereinafter collectively called said Assignee), and the Commissioner of Patents is hereby authorized and requested by the undersigned to issue said Letters Patent to said Assignee.

FOR SAID CONSIDERATIONS it is hereby agreed by the undersigned, upon the request of said Assignee, to execute any necessary and proper oaths or affidavits relating to said application or required for the filing or prosecution of any divisional, continuation or continuation-in-part application thereof or for the filing or prosecution of any application for the reissue or extension of any Letters Patent that may be granted on said invention or improvements that said Assignee may deem necessary or expedient, and for the said consideration it is further agreed by the undersigned, upon the request of said Assignee, in the event of said application or any division thereof, or Letters Patent issued thereon, or any reissue or application for the reissue thereof, becoming involved in interference, to cooperate to the best of the ability of the undersigned with said Assignee in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, and further to perform, upon such request, any and all affirmative acts to obtain said Letters Patent and vest all rights therein hereby conveyed in the said Assignee as fully and entirely as the same would have been held and enjoyed by the undersigned if this Assignment and sale had not been made. And for the said considerations the entire right, title and interest in said invention or improvements, including all priority rights, and the right to claim priority rights and the privileges and benefits thereof, including those under the International Convention, and all other conventions, and the right to file applications for patent in said Assignee's own name for said invention or improvements in each and every country of the world are hereby Assigned and granted by the undersigned to said Assignee. It is further agreed by the undersigned, upon the request of said Assignee, to execute any and all documents that shall be required of the undersigned to be executed in connection with any and all applications for foreign letters patent therefor, including the prosecution thereof, and to execute any and all documents necessary to vest title in said foreign applications and patents in said Assignee. The attorneys of record in said application for patent are hereby authorized and requested by the undersigned to insert in this Assignment the date and Serial Number thereof in the places provided therefor.

*[Handwritten Signature]*

*12/10/2007*

Date

*[Handwritten Signature]*

*12/10/2007*

Date

Subscribed and sworn to before me, this 10<sup>th</sup> day of DECEMBER, 2007.

*[Handwritten Signature]*  
Notary Public

