

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Eric R. De Beer		12/03/2007
RECEIVING PARTY DATA		
Name:	Press Products (Proprietary) Limited	
Street Address:	Bossman Road	
Internal Address:	Corner Cross Street	
City:	Ophirton, Johannesburg	
State/Country:	SOUTH AFRICA	
Postal Code:	2191	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	11939080	
CORRESPONDENCE DATA		
Fax Number:	(513)241-6234	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	5132412324	
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Correspondent Name:	Wood, Herron & Evans, LLP	
Address Line 1:	441 Vine Street	
Address Line 2:	2700 Carew Tower	
Address Line 4:	Cincinnati, OHIO 45202	
ATTORNEY DOCKET NUMBER:	ADAM-32	
NAME OF SUBMITTER:	Keith R. Haupt	
Total Attachments: 1 source=ADAM-32-Assignment#page1.tif		

CH \$40.00 11939080

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PATENT
REEL: 020224 FRAME: 0843

ASSIGNMENT OF INVENTION AND
PATENTS THEREON

WHEREAS, I, Eric R. De Beer, invented a new and improved A DISPLAY ITEM SLIDE as fully disclosed in an application for Patent and executed by me on November 13, 2007, Serial No. 11/939,080 preparatory to obtaining Letters Patent of the United States therefor; and whereas, Press Products (Proprietary) Limited a corporation organized under the Laws of South Africa, and having its principal office at Bossman Road, Corner Cross Street, Ophirton, Johannesburg, 2191, Gauteng Province, South Africa desires to acquire the entire interest in and to the subject-matter disclosed in said application and in and to all patents issued or to be issued thereon. I hereby authorize and request any one of the attorneys of Wood, Herron & Evans, L.L.P., 441 Vine Street, 2700 Carew Tower, Cincinnati, Ohio 45202, to insert herein the application serial number and filing date of said application when known.

NOW, THEREFORE, to all whom it may concern, be it known that, for and in consideration of the sum of One Dollar to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned and transferred, and by these presents do sell, assign and transfer unto the said Press Products (Proprietary) Limited my entire right, title and interest in and to the subject-matter disclosed in said application and in and to all Letters Patent Domestic and Foreign issued or to be obtained thereon, including all rights and interests with priority rights under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperative Union, European Patent Convention, Common Market Convention, or any other Convention or Union for each country of said Convention or Union; and I do hereby authorize and request the Commissioner of Patents to issue the Letters Patent granted on said application and all future patents granted upon the subject-matter disclosed therein to the above named Assignee, its legal representatives and assigns.

IN WITNESS WHEREOF, I hereto set my hand and seal at Trompsburg,
this 20th day of November, 2007

Eric R. De Beer L.S.

STATE OF :
:ss.
COUNTY OF :

Before me this 3 day of Dec, 2007, personally appeared Eric R. De Beer, a citizen of South Africa residing in Gauteng Province, South Africa and particularly at Tanglewood, 21 Cypress Lane, Sunward Park, Boksburg, 1459, Gauteng Province, South Africa, known to me to be the person whose name is subscribed to the foregoing Assignment and acknowledged that he executed the same as his free act and deed for the purposes therein contained.

Notary Public

My Commission Expires:

[Notary's Seal Here]

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