

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
The Niven Marketing Group	01/23/2008
RECEIVING PARTY DATA	
Name:	EVEREADY BATTERY COMPANY, INC.
Street Address:	533 Maryville University Drive
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63141
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12019302
CORRESPONDENCE DATA	
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NAME OF SUBMITTER:	Marcus P. Dolce
Total Attachments: 1 source=EVE855_NivenToEvereadyAssignment#page1.tif	

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PATENT
REEL: 020409 FRAME: 0733

ASSIGNMENT

WHEREAS, The Niven Marketing Group, a corporation of the State of Illinois, having a place of business at 955 Kimberly Drive, Carol Stream, Illinois 60188, (hereinafter referred to as Assignor), has acquired an interest in an invention pertaining to certain new and useful improvements in MERCHANDISER RACK, for which an application for United States Letters Patent was executed by Kevin C. Joyce and Jamie A. Zettlmeier.

WHEREAS, EVEREADY BATTERY COMPANY, INC., a corporation of the State of Delaware, having a place of business at 533 Maryville University Drive, St. Louis, Missouri, 63141, (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent that may be granted therefore in the United States and in any and all foreign countries.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, the receipt whereof is hereby acknowledged, and other valuable considerations, Assignor hereby sells, assigns and transfers unto said Assignee, the full and exclusive right to the said invention in the United States and its territorial possessions and in all foreign countries and the entire right, title and interest in and to any and all Letters Patent which may be granted therefore in the United States and its territorial possessions and in any and all foreign countries and in and to any and all divisions, reissues, continuations and extensions thereof.

Assignor hereby authorizes and requests the Patent Office Officials in the United States and in any and all foreign countries to issue any and all of said Letters Patent, when granted, to said Assignee as the owner of the entire right, title, and interest in and to the same, for the sole use and behoof of the said Assignee, its successors and assigns.

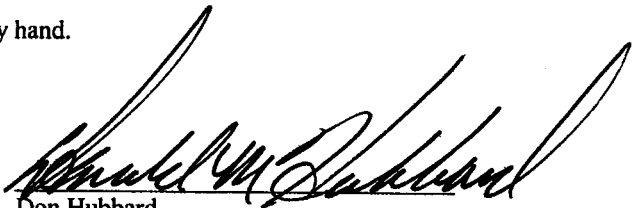
FURTHER, Assignor agrees to communicate to said Assignee or its representatives, any facts known to Assignor respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitution, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letters Patent to be issued to Assignee., make all rightful oaths and generally do everything possible to aid said Assignee, its successors and assigns, to obtain and enforce proper protection for said invention in the United States and in any and all foreign countries.

IN TESTIMONY WHEREOF, I have hereunto set my hand.

Date:

1/23/08

Signed:



Don Hubbard
President/CEO
The Niven Marketing Group

Witness:

Pat Stubby