

Docket No.: 66455 285(via fax)

FORM PTO-1595 (Modified)
(Rev. 03-01)
GMB No. 0651-0027 (exp.5/31/2002)
P09A/REV04

RECORDATION FORM COVER SHEET

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To the Director of the United States Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):
ART VINYL LIMITED

2. Name and address of receiving party(ies):

Name: **MEMORY BOX UK LIMITED**
Address: **UNIT 10, 13 BROADWAY MARKET**

Additional names(s) of conveying party(ies) Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s): **JUNE 5, 2008**

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other

City: **LONDON**
State/Prov.: _____
Country: **UNITED KINGDOM** ZIP: **E8 4PH**

Additional name(s) & address(es) Yes No

4. Application or patent numbers(s):

A. Patent Application No. (s)
11/920,001

- This document is being filed together with a new application.
- B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: **RICHARD H. TUSHIN**

Registration No.: **27,297**

Address: **1300 I STREET, NW**

SUITE 300 WEST

City: **WASHINGTON**

State/Prov.: **DC**

Country: **USA** ZIP: **20005**

Phone Number: **202-906-8680**

Fax Number: _____

Email Address: _____

6. Total number of applications and patents involved: **ONE**

7. Total fee (37 CFR 1.21(h) & 3.41) \$ **40.00**

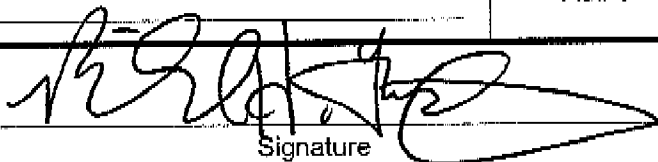
- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number **04-2223**
Authorized User Name **Richard Tushin**

9. Signature:



July 7, 2008
Date

RICHARD H. TUSHIN
Name of Person Signing

Total number of pages including 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 22304-4400

GH \$40.00 042223 11920001

Atty Dkt. 66455-285-7

ASSIGNMENT OF PATENT APPLICATION

WHEREAS, **Art Vinyl Limited** of **Unit 10, 13 Broadway Market, London E8 4PH, United Kingdom**, is the sole and exclusive owner of the entire right, title and interest in and to an application for United States Letters Patent for an invention entitled **APPARATUS AND METHOD FOR DISPLAYING AN ITEM**; Serial No. **11/920,001**, filed **May 19, 2008** (said application), as evidenced by an Assignment recorded in the records of the U.S. Patent and Trademark Office at Reel **020994**, Frame **0293**;

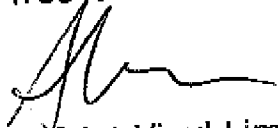
WHEREAS, **Memory Box UK Limited**, of **Unit 10, 13 Broadway Market, London E8 4PH, United Kingdom**, is desirous of acquiring the entire right, title and interest in and to said application and in and to any and all Letters Patent of the United States which may be obtained therefor;

NOW, THEREFORE, for \$10.00 and other good and valuable consideration in hand, receipt of which is hereby acknowledged, **Art Vinyl Limited** does hereby sell, assign, transfer to **Memory Box UK Limited**, its legal representatives, successors, and assigns, the entire right, title and interest in and to said application, and in and to any and all patents of the United States which may be issued for the invention described and claimed therein;

And, **Art Vinyl Limited** does hereby covenant and warrant that as of this date it is the true and lawful owner of the entire right, title and

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interest in said application and that it has the full right to convey its right, title and interest in said application, and is free and clear of all liens, charges and encumbrances whatsoever.



Signed on behalf of Art Vinyl Limited

ANDREW HEEPS

Name:

MANAGING DIRECTOR

Title

5/6/8

Date