

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Mr Michael J Massaro	09/09/2008
RECEIVING PARTY DATA	
Name:	Mr Maurice Bailey
Street Address:	300 North Dean Road Suite 5-153
City:	Auburn
State/Country:	ALABAMA
Postal Code:	36830
PROPERTY NUMBERS Total: 3	
Property Type	Number
Patent Number:	6543688
Patent Number:	6550673
Patent Number:	6749116
CORRESPONDENCE DATA	
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Address Line 4:	Auburn, ALABAMA 36830
NAME OF SUBMITTER:	Maurice Bailey
Total Attachments: 2	
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source=Assignment of Patent Sept 19 2008#page2.tif	

OP \$120.00 6543688

RECORDATION FORM COVER SHEET PATENTS ONLY

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

1. Name of conveying party(ies)
Michael J. Massaro
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Maurice Bailey
Internal Address: _____

3. Nature of conveyance/Execution Date(s):
Execution Date(s) SEPT. 9, 2008
 Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

Street Address: 300 North Dean Road,
Suite 5-153
City: Auburn,
State: Alabama
Country: U.S.A. Zip: 36830
Additional name(s) & address(es) attached? Yes No

4. Application or patent number(s): This document is being filed together with a new application.
A. Patent Application No.(s)
Additional numbers attached? Yes No

B. Patent No.(s) 6,543,688 B1
6,550,673 B2
6,749,116 B2

5. Name and address to whom correspondence concerning document should be mailed:
Name: Maurice Bailey
Internal Address: _____
Street Address: 300 North Dean Road Suite 5-153
City: Auburn
State: AL Zip: 36830
Phone Number: 502-295-3527
Fax Number: _____
Email Address: 03089697@bellsouth.net

6. Total number of applications and patents involved: _____
7. Total fee (37 CFR 1.21(h) & 3.41) \$ 120.00
 Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information
Deposit Account Number _____
Authorized User Name _____

9. Signature: Michael J. Massaro Signature SEPT. 9, 2008 Date
MICHAEL J. MASSARO Name of Person Signing
Total number of pages including cover sheet, **PATENT** claims, and documents 2

ASSIGNMENT OF PATENT

Whereas, I, Michael J. Massaro, formerly residing at 329 Bradford Lane Lansdale, PA 19446 and currently residing at 4304 Meadowridge Lane, Colledgeville, PA 19426, hereinafter referred to as the patentee, did obtain the following United States Patent(s)

- (1) "Electronic Display for Store Shelves" Filing Date: 9/19/2000
Patent No. 6543688, Issue Date 4/8/2003, 107 day adjustment
- (2) "Electronic Display for Store Shelves" Filing Date: 6/28/2001
Patent No. 6550673, Issue Date 4/22/2003, 31 day adjustment.
- (3) "Display System for Store Shelves" Filing Date: 1/10/2003
Patent No. 6749116, Issue Date 6/15/2004

and whereas, I am now the sole owner of said patents, and, Whereas, Maurice Bailey hereinafter referred to as "assignee" whose mailing address is 300 North Dean Road Suite 5-153 City of Auburn, and State of Alabama desirous of acquiring the entire right, title and interest in the same; Now, therefore, in consideration of the sum of One dollar (\$1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I, the patentee, by these presents does sell, assign and transfer unto said assignee the entire right, title and interest in and to the said Patents aforesaid; the same to be held and enjoyed by the said assignee for his own use and behalf, and for his legal representatives and assigns, to the full end of the term for which said Patent is granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

Executed this 9th day of September, 2008,

at COLLEGEVILLE, PA

(Signature) Michael J. Massaro
Michael J. Massaro

State of PA)

County of Montgomery) SS:

Before me personally appeared said Michael J. Massaro 9
and acknowledge the foregoing instrument to be his free act and deed this 9 day
of September, 2008

Seal [Signature] - Notary

