

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ali TOPCUOGLU	10/09/2008
RECEIVING PARTY DATA	
Name:	M. T REKLAM VE PAZARLAMA SANAYI TICARET LIMITED SIRKETI
Street Address:	Organize Deri Sanayi Bolgesi
Internal Address:	Ya 11 Parsel, 20. Yol Aydinlikoy, Tuzla
City:	Istanbul
State/Country:	TURKEY
Postal Code:	34957
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12094407
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ATTORNEY DOCKET NUMBER:	KREU-00101-NUS
NAME OF SUBMITTER:	Sophie Chen
Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif	

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PATENT
REEL: 021737 FRAME: 0114

ASSIGNMENT BY INVENTOR(S) OF U.S. PATENT APPLICATION	Attorney Docket Number	KREU-00101-NUS
	First Named Inventor	Ali TOPCUOGLU
	<i>COMPLETE IF KNOWN</i>	
	Application Number	12/094,407
	Filing Date	04/26/06 (Int'l fil. date)

WHEREAS, I believe I am (check one):

- ☒ the original, first, and sole inventor (if only one name is listed below)
- ☐ an original, first, and joint inventor (if multiple names are listed below)

(referred to also as "ASSIGNOR" below) of the subject matter which is claimed and for which a patent is sought on the invention (referred to as the "INVENTION" below) entitled:

RENEWAL IN ADVERTISING DISPLAYS AND IN POSTER PLACEMENT

SET FORTH TITLE ABOVE

The specification of which (check one):

- ☐ is attached hereto or enclosed herewith **OR**
- ☒ was filed on (MM/DD/YYYY) 04/26/2006 as United States

Application Number or PCT International Application Number PCT/TR2006/000016

and was amended on (MM/DD/YYYY) (if applicable).

WHEREAS,

**M. T REKLAM VE PAZARLAMA SANAYI TICARET
LIMITED SIRKETI**

Full Name of Assignee

having a postal address of **Organize Deri Sanayi Bolgesi**

Mailing Address

Ya 11 Parsel, 20. Yol Aydinlikoy, Tuzla

34957 Istanbul, TURKEY

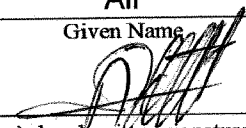
(referred to as "ASSIGNEE" below) desires to acquire the entire right, title and interest in and to the same in the U.S.;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, ASSIGNOR, by these presents does sell, assign and transfer unto ASSIGNEE, the entire right, title, and interest in and to said INVENTION and application throughout the United States of America, including any and all patents granted on any division, continuation, continuation-in-part and reissue of said application.

ALSO, ASSIGNOR hereby agrees to execute any documents that legally may be required in connection with the filing, prosecution and maintenance of said application or any other patent applications in the United States for said INVENTION, including additional documents that may be required to affirm the rights of ASSIGNEE in and to said INVENTION, all without further consideration. ASSIGNOR also agrees, without further consideration and at ASSIGNEE's expense, to identify and communicate to ASSIGNEE at ASSIGNEE's request documents and information concerning the INVENTION that are within ASSIGNOR's possession or control, and to provide further assurances and testimony on behalf of ASSIGNEE that lawfully may be required of ASSIGNOR in respect of the prosecution, maintenance and defense of any patent application or patent encompassed within the terms of this instrument. ASSIGNOR's obligations under this instrument shall extend to ASSIGNOR's heirs, executors, administrators and other legal representatives.

ALSO, ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue any and all patents referred to above to ASSIGNEE, as the ASSIGNEE of the entire right, title and interest in and to the same, for ASSIGNEE's sole use and behoof; and for the use and behoof of ASSIGNEE's legal representatives and successors, to the full end of the term for which such patent may be granted, as fully and entirely as the same would have been held by ASSIGNOR had this assignment and sale not been made.

ALSO, ASSIGNOR authorizes Practitioners associated with the Customer Number **33,794** to insert or complete any information in this document needed to effect its recordal in the U.S. Patent and Trademark Office and to record the same.

Sole or first joint inventor				
Prefix	Ali		TOPCUOGLU	Suffix
	Given Name	Middle Name	Family Name	
⇒			10.09.2008	
	Inventor's hand written signature or s-signature (37 CFR 1.4)		Date	
Istanbul	TURKEY		34957	
City of residence (MPEP §605.02)	State/Province or Country of residence		Zip of residence address	
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	Citizenship under 37 CFR 1.41(b)			
Organize Deri Sanayi Bolgesi, Ya 11 Parsel, 20. Yol Aydinlikoy, Tuzla				
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34957 Istanbul, TURKEY				

Second joint inventor, if any				
Prefix				Suffix
	Given Name	Middle Name	Family Name	
⇒				
	Inventor's hand written signature or s-signature (37 CFR 1.4)		Date	
City of residence (MPEP §605.02)	State/Province or Country of residence		Zip of residence address	
	Citizenship under 37 CFR 1.41(b)			
Mailing address				

Third joint inventor, if any				
Prefix				Suffix
	Given Name	Middle Name	Family Name	
⇒				
	Inventor's hand written signature or s-signature (37 CFR 1.4)		Date	
City of residence (MPEP §605.02)	State/Province or Country of residence		Zip of residence address	
	Citizenship under 37 CFR 1.41(b)			
Mailing address				