

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Thinktiv, Inc.	10/15/2008
RECEIVING PARTY DATA	
Name:	S. C. Johnson & Son, Inc.
Street Address:	1525 Howe Street
City:	Racine
State/Country:	WISCONSIN
Postal Code:	53403
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12132446
CORRESPONDENCE DATA	
Fax Number:	(262)260-4253
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	262-260-4975
Email:	jrku@scj.com
Correspondent Name:	Robert A. Miller
Address Line 1:	1525 Howe Street
Address Line 4:	Racine, WISCONSIN 53403
ATTORNEY DOCKET NUMBER:	J-4980B
NAME OF SUBMITTER:	Robert A. Miller
Total Attachments: 2	
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ASSIGNMENT

WHEREAS, Thinktiv, Inc., located at 1011 San Jacinto, Suite 202, Austin, Texas 78701, (below referred to as ASSIGNOR), is owner by assignment of an invention for which application for Letters Patent of the United States was filed in the United States Patent and Trademark Office as Application Serial No. 12/132,446, filed June 3, 2008, and entitled METHOD FOR DISPLAYING ILLUMINATED PRODUCTS; and

WHEREAS, S. C. Johnson & Son, Inc., a corporation duly organized and existing under the laws of the State of Wisconsin, United States of America and having its principal office and place of business at 1525 Howe Street, Racine, Wisconsin 53403 (below referred to as "ASSIGNEE") is desirous of obtaining ASSIGNOR's entire right, title and interest in and to the aforesaid invention and patent application corresponding patent rights worldwide;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR, by these presents does sell, assign and transfer to ASSIGNEE, its full and entire right, title and interest in and to the aforesaid invention, the aforesaid U.S. and all corresponding foreign patent applications, all divisional, continuation, continuation-in-part, reissue and reexamination applications of the aforesaid U.S. application, and all Letters Patent or comparable rights issuing thereon in the United States and in all foreign countries together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and the ASSIGNOR hereby authorizes and requests the U.S. Commissioner of Patent and Trademarks and all foreign Patent offices to issue all Letters Patent or comparable rights issuing on any application as aforesaid to ASSIGNEE, or to its successors, assigns or legal representatives;

ASSIGNOR hereby covenants that ASSIGNOR has full right to convey the entire interest herein assigned, and that ASSIGNOR has not executed, and will not execute, any agreement in conflict herewith;

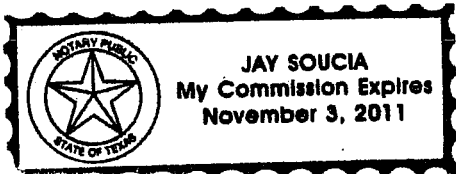
ASSIGNOR agrees to communicate to ASSIGNEE or to its successors, assigns or legal representatives any and all facts known to it respecting said invention, and to assist ASSIGNEE with obtaining signatures on all lawful papers, including executing all divisional, continuation, continuation-in-part, reissue and reexamination applications, making all rightful oaths and generally doing all lawful acts to aid ASSIGNEE or its successors, assigns or legal representatives to obtain and enforce proper patent protection for said invention in all countries and to enhance or perfect ASSIGNEE's title in and to the invention and patent rights therein.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 15 day
of 10, 2008.
(Month) (Year)

[Signature]
Justin Boyd Petro
(Authorized Officer's Name)
CEO
(Authorized Officer's Title)

State of Texas)
County of Travis)

On this 15th day of October, 2008, before me, a Notary Public in
(day of month) (Month) (Year)
and for the State and County aforesaid, personally appeared the above signatory, known to me
to be the person of that name, who executed the aforesaid instrument in my presence.



[Signature]
(Signature of Notary Public)
Jay Soucia, Notary Public
(Print Name of Notary)
My commission expires: 11/03/11