



12-17-2008

Washington, D.C. 20231

Commissioner of Patents & Trademarks

Form PTO-1595

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U.S. DEPARTMENT OF COMMERCE

(Rev. 03/01)

103539873

U.S. PATENT AND TRADEMARK OFFICE

To the honorable Commissioner of Patents and Trademarks: Please record the attached original document or copy thereof.

12-17-08

1. Name of Conveying Party(ies):

Gregory L. HOVIS

2. Name and Address of Receiving Party(ies):

Name: DIRECT MEASUREMENTS INC.

Street Address: 1414 Epping Forest Drive

Street Address:

City: Atlanta

State/Country: Georgia Postal Code: 30319

Additional name(s) of conveying party(ies) attached? Yes No

Additional name(s) and addresses attached? Yes No

3. Nature of Conveyance:

Assignment

Change of Name

Security Agreement

Other:

Merger

Execution Date: 10312008

4. Application Number(s) or Patent Number(s):

Assignment is being filed together with new application and the first execution date of application is :

Application has been filed already and the application filing date is: 09292008

A. Patent Application Number(s):

12/285,123

B. Issued Patent Number(s):

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning this matter should be mailed:

CUSTOMER NUMBER 00136 -or-

JACOBSON HOLMAN PLLC
400 Seventh Street, N.W.
Washington, D.C. 20004-2218
Tel. 202-638-6666

Attorney Docket Number: P69687US2

6. Total number of applications and patents involved: 1

7. Total Fee (37 CFR 3.41): \$ 40.00

Enclosed

Any deficiencies in enclosed fees are authorized to be charged to Deposit Account No. 06-1358.

DO NOT USE THIS SPACE

8. Statement and Signature:

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Linda J. Shapiro 28,264

December 12, 2008

Name of Person Signing, Reg. No.

Signature

Date

Total number of pages including cover sheet, attachments, and documents: 4

JCH 103-2/02

12/15/2008 SNOHAM1 00000079 12285123

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PATENT REEL: 022013 FRAME: 0164

ASSIGNMENT OF APPLICATION FOR UNITED STATES PATENT

Whereas, I, GREGORY L. HOVIS, a citizen of the United States and residing at 355 Heath Way, Martinez, GA 30907, have invented certain new and useful improvements in SEGMENTED CIRCULAR BAR CODE, for which an application for United States Letters Patent:

	was executed on even date herewith
✓	was filed on September 29, 2008 and was assigned Application No. 12/285,123

Whereas, DIRECT MEASUREMENTS INC. (hereinafter Assignee), a corporation of Georgia having a principal place of business at 1414 Epping Forest Drive, Atlanta, Georgia 30319, is desirous of acquiring the entire right, title and interest to the said invention, and in and to the said application and any Letters Patent that may issue thereon;

Now, therefore, for and in consideration of one dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned, do hereby sell and assign to the said Assignee, the successors and assigns, the entire right, title and interest of the undersigned in and to the said invention and in and to the said application and all patents which may be granted therefor, and extensions thereof; and the undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all patents for said invention, or patents resulting therefrom, insofar as his interest is concerned to the said Assignee, as assignee of his entire right, title and interest.

The undersigned also hereby sell and assign to the said Assignee, its successors and assigns, the foreign rights of the undersigned to the invention disclosed in said application, in all patent-granting countries of the world, including the right to file applications and obtain patents for said invention in his own name in said countries, including all rights of priority under the terms of the International Convention for the Protection of Industrial Property, and the undersigned further agree to execute any and all patent applications, assignments, affidavits and any other papers in connection therewith necessary to perfect such patent rights.

The undersigned hereby further agree that he will communicate to said Assignee or to its successors, assigns and legal representatives, any facts known to him respecting any improvements, and at the expense of said assignee, to testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, reissue and substitute applications, make all lawful oaths, and generally do everything possible to aid the said Assignee, its successors, assigns and nominees to obtain and endorse proper patent protection for said invention in all countries.

ASSIGNMENT OF APPLICATION FOR UNITED STATES PATENT

I authorize my attorneys at JACOBSON HOLMAN PLLC to insert into this Assignment document any identifying information concerning this patent application, such as its title, filing date and application number.

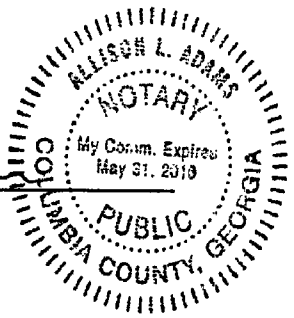
In witness whereof, GREGORY L. HOVIS has set his hand this 31st day of October, 2008.

[Signature]
GREGORY L. HOVIS

State of: Georgia
County of: Columbia

Personally appeared before me the above-named GREGORY L. HOVIS, to me well known, who signed the foregoing ASSIGNMENT in my presence on the date thereof and acknowledged the same to be his voluntary act and deed.

[Signature]
Notary Public



My commission to expire on My Commission Expires May 31, 2010.

JACOBSON HOLMAN PLLC
400 Seventh Street, NW Washington, D.C. 20004 (202) 638-6666