

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Mark R. MacDonald</td><td>01/07/2009</td></tr><tr><td>Robert W. Stimson</td><td>01/02/2009</td></tr></tbody></table>	Name	Execution Date	Mark R. MacDonald	01/07/2009	Robert W. Stimson	01/02/2009	
Name	Execution Date						
Mark R. MacDonald	01/07/2009						
Robert W. Stimson	01/02/2009						
RECEIVING PARTY DATA							
Name:	Aisle Advertising						
Street Address:	13106 April Lane						
City:	Minnetonka						
State/Country:	MINNESOTA						
Postal Code:	55305						
PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12333172</td></tr></tbody></table>	Property Type	Number	Application Number:	12333172			
Property Type	Number						
Application Number:	12333172						
CORRESPONDENCE DATA							
Fax Number:	(612)746-4781						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	6127464780						
Email:	bdevries@pdsdlaw.com						
Correspondent Name:	Pauly DeVries Smith & Deffner						
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Address Line 2:	Plaza VII, Suite 3000						
Address Line 4:	Minneapolis, MINNESOTA 55402-1630						
ATTORNEY DOCKET NUMBER:	196.0001US01						
NAME OF SUBMITTER:	Mark E. Deffner						
Total Attachments: 6 source=signed_assignment#page1.tif source=signed_assignment#page2.tif							

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PATENT
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ASSIGNMENT

WHEREAS, We, Mark R. MacDonald, residing at 13106 April Lane, Minnetonka, MN 55305, and Robert W. Stimson, residing at 7717 99th Street Circle West, Bloomington, MN 55438, made certain new and useful inventions and improvements for which we filed an application for Letters Patent of the United States on December 11, 2008, which application was assigned U.S. patent application serial number 12/333,172, and is entitled DISPLAY STAND WITH TABLE;

AND WHEREAS, Aisle Advertising, a corporation organized and existing under and by virtue of the laws of the State of Minnesota, and having an office and place of business at 13106 April Lane, Minnetonka, MN 55305 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefore;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore, we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 7 day of
JANUARY, 2008. *MEM*

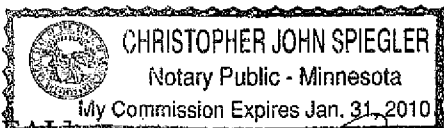
Mark R MacDonald

Mark R. MacDonald

STATE OF Minnesota)

COUNTY OF Hennepin)

On this 7 day of Jan, 2008 before me personally appeared Mark R. MacDonald, to me known and known to me to be the person described in and who executed the foregoing instrument, and he/she duly acknowledged to me that he/she executed the same for the uses and purposes therein set forth.



[SEAL]

CS

Notary Public

ASSIGNMENT

WHEREAS, We, Mark R. MacDonald, residing at 13106 April Lane, Minnetonka, MN 55305, and Robert W. Stimson, residing at 7717 99th Street Circle West, Bloomington, MN 55438, made certain new and useful inventions and improvements for which we filed an application for Letters Patent of the United States on December 11, 2008, which application was assigned U.S. patent application serial number 12/333,172, and is entitled DISPLAY STAND WITH TABLE:


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NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore, we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 2 day of
January, 2008. 2009


Robert W. Stimson

STATE OF Minnesota

COUNTY OF Hennepin

On this 2 day of January, 2008 before me personally appeared Robert W. Stimson, to me known and known to me to be the person described in and who executed the foregoing instrument, and he/she duly acknowledged to me that he/she executed the same for the uses and purposes therein set forth.

[SEAL]

Deborah A. Morseth

Notary Public

