PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT		
NATURE OF CONVEYANCE:		ASSIGNMENT		
CONVEYING PARTY DATA				
Name Executi				Execution Date
ESCALATOR ADVERTISING LIMITED 04/02/2009				
RECEIVING PARTY DATA				
Name: KONE CORPORATION			ON	
Street Address:	KARTANONTIE 1			
City:	FI-00330 HELSINKI			
State/Country:	FINLAND			
PROPERTY NUMBERS Total: 1				
Property Type			Number	
Patent Number: 517		51762	239	
CORRESPONDENCE DATA Fax Number: (703)685-0573				
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Correspondence will be sent via US Mail when the fax attempt is unsuccessful				
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Correspondent Name: Andrew J. Patch Address Line 1: 209 Madison Street				
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ATTORNEY DOCKET NUMBER:			4512-0002	
NAME OF SUBMITTER:		BENOIT CASTEL		
Total Attachments: 1 source=ASSIGNMENT#page1.tif				

ASSIGNMENT

WHEREAS, Escalator Advertising Limited is the owner of the entire right, title and interest, by assignment, in and to United States Patent No. 5176239 issued 5 January 1993;

AND WHEREAS, KONE Corporation, located and doing business at Kartanontie 1, FI-00330, Helsinki, Finland hereinafter referred to as "assignee" is desirous of acquiring the entire right, title and interest in and to the same,

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00), the receipt whereof is acknowledged, and other good and valuable consideration, the owner, by these presents, do(es) hereby sell, assign and transfer unto said assignee(s) the full and exclusive right to the said patent in the United States and the entire right, title and interest in and to any and all patents which may be granted therefore, for its sole use and behoof, and for the use and behoof of its legal representatives, to the full end of the term for which said patents may be granted, as fully and entirely as the same would have been held by the owner had this assignment and sale not been made.

WITNE Signature Name NORTH Address ZEALANL

Occupation

Respectfully submitted,

By Escalator Advertising Limited verel. K.J. Lorence. Signature Title 02:04:00 Date

RECORDED: 06/26/2009