

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Joachim Hanel	06/14/2009
RECEIVING PARTY DATA	
Name:	Hanel & Co.
Street Address:	Bafflestrasse 21
City:	Alstatten
State/Country:	SWITZERLAND
Postal Code:	CH-9450
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12307028
CORRESPONDENCE DATA	
Fax Number:	(585)232-2152
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	585.232.6500
Email:	bshaw@hselaw.com
Correspondent Name:	Brian B. Shaw
Address Line 1:	1600 Bausch & Lomb Place
Address Line 4:	Rochester, NEW YORK 14604-2711
ATTORNEY DOCKET NUMBER:	85934.000078
NAME OF SUBMITTER:	Brian Shaw
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

CH \$40.00 12307028

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, I, THE ASSIGNOR:

Joachim Hänel, a German citizen residing at
Oststrasse 21, 74177 Bad Friedrichshall, Germany;

HEREBY ASSIGN to the ASSIGNEE:

Hänel & Co., with a business mailing address at
Bafflestrasse 21, CH-9450 Altstätten, Switzerland,

ALL RIGHT, TITLE, AND INTEREST WORLDWIDE in and to the invention described in the U.S. Patent Application Serial No. 12/307,028, filed December 30, 2008, entitled HIGH RACK WITH STORED GOODS SELECTION and in and to said U.S. patent application and all applications that may be filed on said invention anywhere in the world, including any and all divisions, reissues, continuations and extensions thereof and in and to any Letters Patents, Inventors' Certificates, Design Registrations, Industrial Models, Utility Models and all other forms of protection that may be granted thereon, including the right to file applications and the right to claim priority from the U.S. application worldwide, and including the right to pursue and obtain any damages, recoveries, or remedies for past infringements of these protections.

ASSIGNOR covenants that no assignment, license, or encumbrance has been or will be made that would conflict with this Assignment.

ASSIGNOR requests that all Letters Patents, Inventors' Certificates, Design Registrations, Industrial Models, Utility Models and all other forms of protection on said invention be issued to the ASSIGNEE, and ASSIGNOR agrees to cooperate fully in obtaining and enforcing patent protection for said invention, including communicating any facts relating to said invention, signing lawful papers, and, at the request and expense of the ASSIGNEE, but without compensation, testifying in legal proceedings.

If not included above, ASSIGNOR hereby authorizes and request Harter Secrest & Emery LLP, 1600 Bausch & Lomb Place, Rochester, New York, 14604-2711, to insert in the space provided above the filing date and application number of said application, when known.

Dated: 6/14/09 
Joachim Hänel

STATE OF _____)
COUNTY OF _____) ss

Before me personally appeared said Joachim Hänel and acknowledged the foregoing instrument to be his free act and deed this _____ day of June, 2009.
Seal

Notary Public