

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Craig S. Serio	09/10/2009
RECEIVING PARTY DATA	
Name:	Newell Operating Company
Street Address:	8936 NorthPointe Executive Drive
Internal Address:	Suite 250
City:	Huntersville
State/Country:	NORTH CAROLINA
Postal Code:	28078
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12460165
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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ATTORNEY DOCKET NUMBER:	AME18-GN003
NAME OF SUBMITTER:	Sharon A. Shelton
Total Attachments: 2 source=11506282_1#page1.tif source=11506282_1#page2.tif	

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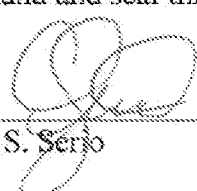
ASSIGNMENT

WHEREAS, I, Craig S. Serio, of the City of New Berlin and State of Wisconsin, invented certain new and useful HINGED PICTURE HANGER for which I filed a U.S. Utility Patent Application, Ser. No. 12/460,165 on July 14, 2009 (the "Application");

WHEREAS, Newell Operating Company, a corporation of the State of Delaware, with a place of business at 8936 NorthPointe Executive Drive, Suite 250, Huntersville, NC 28078, hereinafter called the Assignee, is desirous of acquiring the entire right, title and interest in and to said Applications and the inventions therein disclosed, and any non-provisional U.S. and/or foreign patent applications claiming the benefit thereof, and any letters patent that may issue thereon;

NOW, THEREFORE, in exchange for valuable consideration, receipt of which is hereby acknowledged, I hereby sell, assign and transfer unto said Assignee, its successors and assigns, the entire right, title and interest in and to said Applications, and the inventions and designs therein disclosed, and any improvements thereon, and any patent or patents that may be issued or reissued on such domestic or foreign patent applications, including International (PCT) applications, and any divisions or continuations of such domestic or foreign patent applications, and I hereby authorize and request the Commissioner of Patents and Trademarks to issue any patent resulting from such domestic patent applications and any continuations, divisions, and/or reissues thereof, to said Assignee, its successors and assigns; and I hereby authorize said Assignee, its successors and assigns, to file in its own name applications for patent in foreign countries in connection with the inventions and designs hereby transferred, under the International Convention claiming priority of said Applications or otherwise, and to secure in its own name patent or patents issued thereon; and I hereby agree that, upon request, I will sign all papers, and make all rightful oaths, and do all acts which said Assignee, its successors or assigns, may consider necessary in connection with said Applications, and in connection with any other United States or foreign patent applications, including International (PCT) applications, that may be filed in connection with said inventions and designs, and with any improvements thereon, and in connection with any patents issued or reissued thereon.

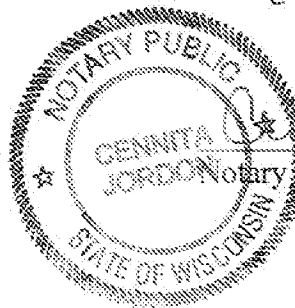
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 10th day of Sept, 2009.



Craig S. Serio

State of Wisconsin)
County of Milwaukee)

On this 10th day of Sept, 2009, before me, a Notary Public in and for the above County and State, personally appeared the above named Craig S. Serio, personally known to me, and acknowledged the execution of the foregoing assignment as a free act and deed for the purpose herein set forth.



Jennita Jordan
Notary Public 3/10/13

AME18-GN003
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