

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Britta Claire Nielsen	10/06/2009
RECEIVING PARTY DATA	
Name:	Slam Brands, Inc.
Street Address:	2260 152nd Avenue NE
City:	Redmond
State/Country:	WASHINGTON
Postal Code:	98052
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29345004
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NAME OF SUBMITTER:	Thomas E. Watson
Total Attachments: 1 source=Assignment#page 1.tif	

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REEL: 023341 FRAME: 0998

PATENT ASSIGNMENT

I, BRITTA CLAIRE NIELSEN ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "FRAME FOR SHELVES" ("APPLICATION"), which:

- ☒ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Turocy and Watson, LLP, 127 Public Square, 57th Floor, Key Tower, Cleveland, Ohio 44114, who are associated with customer number 23623, to insert here in parenthesis (U.S. Serial No. _____, filed _____) this APPLICATION's U.S. Serial Number and filing date, when known;
- ☐ was filed on and was given U.S. Serial No.;
- ☐ is filed concurrently herewith;

Slam Brands, Inc., a Washington Corporation, having a principal place of business at 2260 152nd Avenue NE, Redmond, Washington 98052, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, such as continuing applications, in and for the United States, its territories, and all foreign countries ("APPLICATION DERIVATIVES"));

For good and valuable consideration, the receipt of which is hereby acknowledged by the ASSIGNOR, the ASSIGNOR hereby sells, assigns and transfers to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES);

ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of the APPLICATION (and APPLICATION DERIVATIVES), for litigation regarding letters patent derived therefrom, and for the purpose of protecting and perfecting title to the APPLICATION (and APPLICATION DERIVATIVES).

10/06/09
DATE


BRITTA CLAIRE NIELSEN