

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Unified Resources In Display	10/15/2009
RECEIVING PARTY DATA	
Name:	PepsiCo, Inc.
Street Address:	700 Anderson Hill Road
City:	Purchase
State/Country:	NEW YORK
Postal Code:	10577
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12197738
CORRESPONDENCE DATA	
Fax Number:	(312)463-5001
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	3124635477
Email:	aabdallah@bannerwitcoff.com
Correspondent Name:	Scott A. Burow
Address Line 1:	Ten South Wacker Drive, Suite 3000
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	006943.00889
NAME OF SUBMITTER:	Scott A. Burow
Total Attachments: 1 source=AssignmentUnified Resources toPepsiCo#page1.tif	

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PATENT
REEL: 023380 FRAME: 0098

ASSIGNMENT OF PATENT APPLICATION

DP 10-15-09

THIS ASSIGNMENT is made on the 15 day of ~~SEP~~ OCT 2008⁹, by **UNIFIED RESOURCES IN DISPLAY**, a New Jersey corporation, having its principal place of business at 40 Boright Avenue, Kenilworth, New Jersey 07016 ("Assignor") to **PEPSICO, INC.** a New York corporation, having its principal place of business at 700 Anderson Hill Road, Purchase, New York, 10577 ("Assignee").

1. Assignor owns rights in certain new and useful improvements concerning the subject matter set forth in the U.S. Patent Application No. **12/197,738**, filed **August 25, 2008**, and entitled **"MERCHANDISE DISPLAY SYSTEM,"** (herein "the Patent Application"). Assignor has full right to convey the entire interest herein assigned and has not executed and will not execute any agreement or do anything in conflict herewith.

2. Assignee is desirous of acquiring Assignor's entire right, title, and interest in the Patent Application, inventions and improvements and any patents that may be granted on or as a result thereof in the United States of America and in any and all foreign countries;

3. NOW THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee its entire right, title and interest in and to the inventions and the Patent Application, and any divisionals and continuations, and in and to any Letters Patent that may be granted therefor in the U.S. and in any foreign country together with any reissues, extensions or renewals thereof, and all related rights, including all rights and claims for the infringement thereof, the same to be held and enjoyed by Assignee for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives, to the end of the term or terms for which any Letters Patents are or may be granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor if the assignment had not been made, together with all claims for damages by reason of past infringement of the Letters Patent, with the right to sue for and collect the same for Assignee's own use and for the use of its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, the parties have executed this Assignment on the date indicated above.

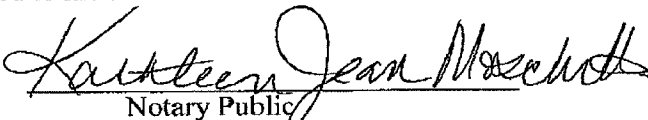
UNIFIED RESOURCES IN DISPLAY

By: 

State of N.J. }
County of Union } ss:

_____, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he executed this document.

10-15-09
Date


Notary Public

My Commission Expires: 5-3-11

KATHLEEN JEAN MOSCHITTA
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires May 3, 2011