

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Tracie M. Kunz	12/02/2009
RECEIVING PARTY DATA	
Name:	Immedia
Street Address:	3311 Broadway Street NE
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55413
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12631063
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NAME OF SUBMITTER:	Michael T. Hawkins
Total Attachments: 2 source=24230-0091002-Assignment-Inventor to Vendor#page1.tif source=24230-0091002-Assignment-Inventor to Vendor#page2.tif	

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ASSIGNMENT

For valuable consideration, I, TRACIE M. KUNZ, of Albertville, MN; (hereinafter “ASSIGNOR”) hereby assign to IMMEDIA having a place of business at 3311 Broadway Street NE, Minneapolis, MN 55413 and its successors and assigns (collectively hereinafter called “the ASSIGNEE”), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by me, entitled PRODUCT DISPLAY SHELF APPARATUS AND METHOD, filed 12/04/2009, and assigned U.S. Serial Number 12/631,063, and I authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and I authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors’ certificates for said inventions and improvements; and I agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further

