

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
David Charles WELCH	12/31/2009
Peter SERVAAS	12/17/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Avery Dennison Corporation
<b>Street Address:</b>	150 N. Orange Grove Blvd.
<b>City:</b>	Pasadena
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	91103-3596
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12664416
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(440)534-4773
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	440-534-6000
<b>Email:</b>	amanda.wittine@averydennison.com
<b>Correspondent Name:</b>	Avery Dennison Corporation
<b>Address Line 1:</b>	8080 Norton Parkway, 22-D
<b>Address Line 4:</b>	Mentor, OHIO 44060
<b>ATTORNEY DOCKET NUMBER:</b>	4353-US
<b>NAME OF SUBMITTER:</b>	Michael C. Maier

OP \$40.00 12664416

Total Attachments: 4  
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**PATENT  
 REEL: 023804 FRAME: 0639**



**ASSIGNMENT**

In consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we the undersigned

**David Charles WELCH**  
**Peter SERVAAS**

do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto Avery Dennison Corporation (hereinafter "ASSIGNEE"), a Delaware Corporation, with its principal place of business at 150 N. Orange Grove Blvd., Pasadena, CA 91103-3596, and its successors, legal representatives and assigns, our entire right, title, and interest throughout the world, in, to and under the inventions in

**ILLUMINATED GRAPHICAL AND INFORMATION DISPLAY**

set forth in the application for the United States Letters Patent filed on **December 14, 2009** and assigned Serial No. **12/664,416**, and all provisional applications relating thereto, and all divisions, renewals, substitutes, continuations and Convention applications based in whole or in part thereof, and any and all Letters Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all rights of priority under International Conventions and applications for Letters Patents which may hereafter be filed for in any country or countries foreign to the United States, and all Letters Patents which may be granted for said inventions in any country or countries foreign to the United States and all extensions, renewals and reissues thereof, and every priority right that is or may be predicated upon or arise from said inventions, said applications and said Letters Patents.

And we hereby authorize ASSIGNEE, its successors, legal representative and assigns to file patent applications in any or all countries on any or all said inventions in the name of the undersigned or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable, under the International Convention or otherwise.

And we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patents for said inventions to ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

And we hereby sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patents before or after issuance.



↪ In testimony whereof, I hereunto set my hand and seal this 31<sup>st</sup> day of December, 2009. ↩

ASSIGNOR

David Charles Welch ↩  
David Charles WELCH

Witnessed By:

↪ Signature: [Signature]  
Print Name: D. PHOENIX

31 DEC 2009  
Date

↪ Signature: [Signature]  
Print Name: J PHOENIX

31/DEC/2009  
Date

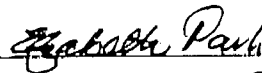
PATENT  
Docket No.: 4353-US

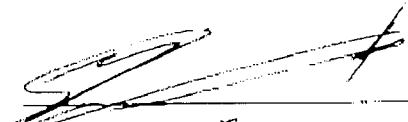
↪ In testimony whereof, I hereunto set my hand and seal this 17<sup>th</sup> day of December, 2009. ↩

ASSIGNOR

  
Peter SERVAAS ↩

Witnessed By:

↪ Signature:  17/12/09  
Print Name: ELIZABETH PARK Date

↪ Signature:  17/12/09  
Print Name: Bert Ewalds Date

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