

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Mr. Matthew Pichel	11/18/2009
RECEIVING PARTY DATA	
Name:	POP Displays USA, LLC
Street Address:	555 Tuckahoe Rd.
City:	Roslyn
State/Country:	NEW YORK
Postal Code:	10701
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12621152
CORRESPONDENCE DATA	
Fax Number:	(516)365-9805
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	1 516 365 9802 x 303
Email:	cgarvey@collardroe.com
Correspondent Name:	Christopher B. Garvey
Address Line 1:	1077 Northern Blvd.
Address Line 2:	Nolte, Nolte & Hunter
Address Line 4:	Roslyn, NEW YORK 11576
ATTORNEY DOCKET NUMBER:	169047/NNH/008K
NAME OF SUBMITTER:	Christopher B. Garvey
Total Attachments: 1 source=Assignment-signed#page1.tif	

CH \$40.00 12621152

ASSIGNMENT**Pichel POP 40**

For value received,

I, the inventor, Matthew Pichel of
95 S.Woodland St.
Engelwood, NJ 07631, (assignor),
transfer to the (assignee),

POP Displays USA, LLC, a New York
Corporation, dba POP Displays USA, , having
a place of business at 555 Tuckahoe Rd.,
Yonkers, NY 10710, and its successors, assigns
and legal representatives,

the entire right, title and interest, for all countries, in
and to a certain invention in a **Under-shelf
Lighting System** described in a Provisional
Application for Letters Patent of the United States,
Attorney docket **Pichel POP 40 Prov**, Ser. No.
61116274, filed Nov.19, 2008;

and to:

- said provisional patent application;
- the utility application based on or taking priority
from said provisional application, identified by
Attorney docket **Pichel POP 40**, to be filed by
Nov.19, 2009;
- any continuation, continuation-in-part, or
division thereof;
- all rights and privileges under any and all, and in
and to any and all, Letters Patent that may be
granted therefor;
- any reissue or extension thereof;
- any and all rights to apply for and obtain
corresponding Letters Patent in any countries and
regions throughout the world,
- together with any and all rights to claim priority
under International Convention and Patent
Cooperation Treaty accruing to any and all such
applications, and
- all the rights and privileges under any and all
patents which may be granted on such
corresponding applications, and to any reissue or
extensions thereof.

Assignor requests that any and all patents for said
invention be issued to said assignee, its successors,
assigns and legal representatives, or to such
nominees as assignee may designate.

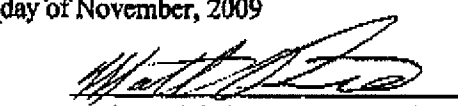
Assignor agrees that, when requested, assignor will,
without charge to said assignee, but at assignee's
expense, sign all papers, take all rightful oaths and
do all acts which may be necessary, desirable or
convenient for securing and maintaining patents for
said invention and for prosecuting interference
proceedings with respect thereto in any and all
countries and for vesting title thereto in said
assignee, its successors, assigns and legal
representatives or nominees.

Assignor warrants that the rights and property
herein conveyed are free and clear of any
encumbrance, that I have full right to convey the
same as herein expressed and that the agreements
and covenants herein contained shall be binding
upon assignor, its legal representatives, successors
and assigns.

I hereby authorize and request my attorney,
Christopher B. Garvey, of Nolte, Nolte & Hunter,
1077 Northern Boulevard, Roslyn, New York
11576, to insert herein, in parenthesis:

the filing date (_____) and
application number (_____)
of said application when known.

Signed at New York, NY
this 18th day of November, 2009


Matthew Pichel- Inventor - Assignor


Witness

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