

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Gregory Roy Mount	03/05/2010
<b>RECEIVING PARTY DATA</b>	
Name:	CSM Worldwide, Inc.
Street Address:	21500 Haggerty Road
Internal Address:	Suite 300
City:	Northville
State/Country:	MICHIGAN
Postal Code:	48167
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	11552755
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(248)292-2910
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	248-292-2920
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Correspondent Name:	Jeffrey P. Thennisch
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Address Line 4:	Pontiac, MICHIGAN 48342
ATTORNEY DOCKET NUMBER:	1224.009
NAME OF SUBMITTER:	Jeffrey P. Thennisch
Total Attachments: 2 source=Executed_Assignment#page1.tif source=Executed_Assignment#page2.tif	

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**PATENT**  
 REEL: 024036 FRAME: 0365

For: U.S. Rights and Foreign Rights  
For: U.S. Application  
By: Inventor

**ASSIGNMENT OF INVENTION**

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

**ASSIGNOR:**

Gregory Roy Mount  
Kleine Brückenstraße 21  
Bad Homburg, Germany 61352

Nationality: USA

hereby sells, assigns and transfers to

**ASSIGNEE:**

CSM Worldwide, Inc.  
21500 Haggerty Road  
Suite 300  
Northville, MI 48167

State or Country of Formation: Michigan

and the successors, assigns and legal representatives of the ASSIGNEE the entire right, title and interest for the United States and its territorial possessions and in all foreign countries, including all rights to claim priority, in and to any and all improvements which are disclosed in the invention entitled:

**MANAGING SALES AND/OR COMPETITION WITHIN AN INDUSTRY**

and which is found in (37 C.F.R. Section 3.21) U.S. provisional application naming the above inventor for the above-entitled invention

Serial No. 11/552,755; Filed: October 25, 2006

and any legal equivalent thereof in a foreign country, including the right to claim priority and, in and to, all Letters Patent to be obtained for said invention by the above

application or any regular utility application, continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

To comply with 37 C.F.R. Section 3.21 for recordal of this assignment, I, an ASSIGNOR signing below, hereby authorize and request my attorney to insert below the filing date and application number when they become known.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, We have hereunto set hand and seal this 5/3/2010 day of

Date: 5/3/2010

  
Signature of Gregory Roy Mount

Details of Country

and place of signing of assignment

Before me this 5<sup>th</sup> day of March 2010, personally appeared the above named individual, to me known to be the person who is described in, and who executed the foregoing assignment instrument and acknowledged to me that he executed the same of his own free will for the purpose therein expressed.

  
Notary Public

