

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Jeff ALEXANDER	02/11/2010
<b>RECEIVING PARTY DATA</b>	
Name:	Applied Merchandising Concepts, LLC
Street Address:	15 Beechwood Avenue
City:	New Rochelle
State/Country:	NEW YORK
Postal Code:	10801
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12622288
<b>CORRESPONDENCE DATA</b>	
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ATTORNEY DOCKET NUMBER:	5312-8
NAME OF SUBMITTER:	Alfred W. Froebrich
Total Attachments: 2 source=5312-8-Assignment#page1.tif source=5312-8-Assignment#page2.tif	

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**PATENT**  
**REEL: 024112 FRAME: 0798**

## ASSIGNMENT

In consideration of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, I the undersigned, **Jeff ALEXANDER** (hereinafter referred to as "ASSIGNOR"):

Hereby sell, assign and transfer to **Applied Merchandising Concepts, Inc.**,  
(hereinafter referred to as "ASSIGNEE"), a corporation of New York, having a place of business at 15 Beechwood Avenue, New Rochelle, New York 10801; respectively, its successors, assigns and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to any and all improvements which are disclosed in the application for United States Letters Patent, which has been executed by the undersigned concurrently herewith or which has been filed on November 19, 2009 and been accorded Application Serial No. 12/622,288, and is entitled **MODULAR DISPLAY AND DISPENSING SYSTEM AND MODULE DEVICE FOR BUILDING A DISPLAY AND DISPENSING SYSTEM**

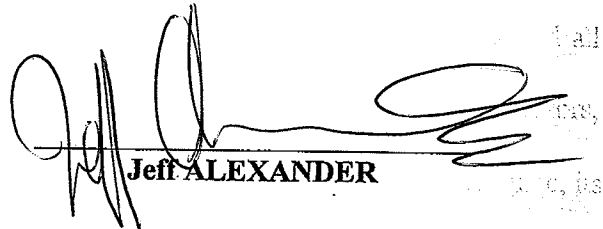
and in and to said application and all provisional, divisional, continuing, substitute, renewal, reissue, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said improvements;

Agree that said Assignee may apply for and receive Letters Patent for said improvements in its own name, and that, when requested, without charge to but at the expense of said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all

rightful oaths, assignments, powers of attorney and other papers, communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives; and

Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Date: 2/11/10  
Month/Day/Year

  
Jeff ALEXANDER

  
Witness

\_\_\_\_\_  
Witness