

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/21/2010
CONVEYING PARTY DATA	
Name	Execution Date
Peter Knight	02/02/2010
RECEIVING PARTY DATA	
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12691001
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Total Attachments: 2 source=ASSIGNMENT#page1.tif source=ASSIGNMENT#page2.tif	

OP \$40.00 12691001

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**PATENT
 REEL: 024131 FRAME: 0722**

211/277 Assignment of Partial Interest in Filed Patent Application

Date: January 21, 2010

Assignor: Peter Knight
Address: c/o Urban Storm Limited
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Assignee: Sam Kimber Ross Cook
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United Kingdom

If there is more than one Assignor or Assignee, the words "Assignor" and "Assignee" shall include them.

This assignment relates to a United States patent application signed by Assignor and entitled

ADVERTISING DISPLAY AND METHOD

This patent application was filed in the United States Patent and Trademark Office on January 21, 2010, and received Serial No. 12/691,001

Assignor has received Ten Dollars (\$10.00) and other good and valuable consideration for this assignment.

Assignor assigns to Assignee all of Assignor's rights, title and interest in the Patent Application, the invention described and claimed in the Patent Application, and all patents that may issue based on the invention and on the Patent Application in the United States, the interest that is being assigned constituting Assignor's undivided one-half interest therein as co-inventor thereof.

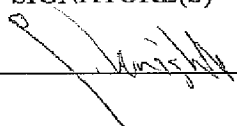
Assignor authorizes the Commissioner of Patents and Trademarks or other governmental authority to issue all patents for the invention directly to Assignee.

Assignor states that Assignor has the right to grant to Assignee the rights that are assigned by this assignment. Assignor will sign any additional documents as may be needed to carry out the purpose of this assignment.

This assignment is binding on all parties who lawfully succeed to the rights of or take the place of Assignor or Assignee.

The undersigned hereby grant(s) to the firm of Gottlieb, Rackman & Reisman, 270 Madison Avenue, New York, New York 10016-0601, the power to insert on this assignment any further identification of the Patent Application which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office concerning recordation of this document.

The effective date of this assignment is the date at the top of this assignment.

TYPED OR PRINTED NAME(S)			DATE	SIGNATURE(S)
<u>Peter</u>	<u>I</u>	<u>KNIGHT</u>	<u>2/2/10</u>	<u></u>
First Name	Middle Initial	Last Name		