PATENT ASSIGNMENT

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Julia Irmscher	03/29/2010
Michael Rapp	03/29/2010

RECEIVING PARTY DATA

Name:	CHECKPOINT SYSTEMS, INC.
Street Address:	101 Wolf Drive
City:	Thorofare
State/Country:	NEW JERSEY
Postal Code:	08086

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12752312

CORRESPONDENCE DATA

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Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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ATTORNEY DOCKET NUMBER:	2450112US4AP
NAME OF SUBMITTER:	Joseph A. Sebolt

Total Attachments: 2
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OP $40.00 12752312

ASSIGNMENT

IN CONSIDERATION of the sum of One Dollar (1.00), and of other good and valuable consideration paid to the undersigned Assignors, by the Assignee, **CHECKPOINT SYSTEMS, INC.**, a corporation organized under the laws of the State of **Pennsylvania**, having a business address of **101 Wolf Drive, Thorofare, NJ 08086**, receipt whereof is hereby acknowledged, the undersigned Assignors by these presents do hereby sell, assign, transfer and set over and have sold, assigned, transferred and set over unto the said Assignee the entire right, title and interest, including the right to sue for any and all past infringement, in and to the invention or improvement in **SYSTEM AND METHOD FOR SECURING AND DISPLAYING ITEMS FOR MERCHANDISING**, said invention being fully described and/or claimed in the application for Letters Patent of the United States of America, executed this date, and to any and all standard utility applications, divisionals, continuations, and reissues thereof, and to all Letters Patent issued therefor in and for the United States and all foreign countries, the same to be held and enjoyed by said Assignee, its successors, assigns or other legal representatives, to the full ends of the terms for which all Letters Patent therefor may be granted, as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

AND SAID ASSIGNEE IS HEREBY AUTHORIZED to make application for and to receive Letters Patent for said invention in any of said countries at its election.

AND BY THIS COVENANT the undersigned Assignors will execute or procure any further necessary assurance of title to said invention and Letters Patent; and at any time, upon the request and at the expense of said Assignee, will execute and deliver any and all papers that may be necessary or desirable to perfect the title to said invention or any Letters Patent which may be granted therefor in said Assignee, its successors, assigns or other legal representatives, and, upon the request and at the expense of said Assignee, will execute any additional or divisional applications for

patents for said invention, or any part or parts thereof, and for the reissue of any Letters Patents to be granted therefor, and will make all rightful oaths and do all lawful acts requisite for procuring the same or for aiding therein, without further compensation, but at the expense of said Assignee, its successors, assigns or other legal representatives.

AND THE COMMISSIONER of Patents is hereby authorized and requested to issue any and all Letters Patent of the United States for said invention, to said Assignee.

WITNESS:

_____   _____
                             Assignor: Julia Irmscher

                             Date 1-29-10 _____

WITNESS:

_____   _____
                             Assignor: Michael Rapp

                             Date 3-29-10 _____

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PATENT
REEL: 024173 FRAME: 0525