

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Patrick Shedarowich	06/02/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Recon Distribution, Inc.
<b>Street Address:</b>	702 Acacia Avenue
<b>City:</b>	Corona del Mar
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92625
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29361550
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(714)546-9035
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	714-641-5100
<b>Email:</b>	patents@rutan.com
<b>Correspondent Name:</b>	Rutan & Tucker, LLP.
<b>Address Line 1:</b>	611 ANTON BLVD
<b>Address Line 2:</b>	SUITE 1400
<b>Address Line 4:</b>	COSTA MESA, CALIFORNIA 92626
<b>ATTORNEY DOCKET NUMBER:</b>	101727-0001D
<b>NAME OF SUBMITTER:</b>	Hani Z. Sayed
<b>Total Attachments: 3</b> source=Assignment101727-0001D#page1.tif source=Assignment101727-0001D#page2.tif source=Assignment101727-0001D#page3.tif	

CH \$40.00 29361550

### RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)**

PATRICK SHEDAROWICH

Additional name(s) of conveying party(ies) attached?  Yes  No

**2. Name and address of receiving party(ies)**

Name: RECON DISTRIBUTION, INC.

Internal Address: \_\_\_\_\_

Street Address: 702 Acacia Avenue

City: Corona del Mar

State: CA

Country: US Zip: 92625

Additional name(s) & address(es) attached?  Yes  No

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) June 2, 2010

- Assignment  Merger
- Security Agreement  Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other \_\_\_\_\_

**4. Application or patent number(s):**

This document is being filed together with a new application.

A. Patent Application No.(s)

29/361,550

B. Patent No.(s)

Additional numbers attached?  Yes  No

**5. Name and address to whom correspondence concerning document should be mailed:**

Name: Rutan & Tucker, LLP

Internal Address: \_\_\_\_\_

Street Address: 611 Anton Blvd., Suite 1400

City: Costa Mesa

State: CA Zip: 92626

Phone Number: 714-641-5100

Fax Number: 714-546-9035

Email Address: patents@rutan.com

**6. Total number of applications and patents involved:** 1

**7. Total fee (37 CFR 1.21(h) & 3.41)** \$ 40.00

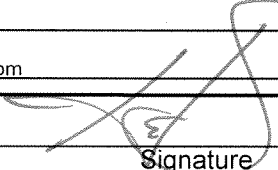
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

**8. Payment Information**

Deposit Account Number 502191

Authorized User Name Rutan & Tucker, LLP

**9. Signature:**

  
Signature

June 8/2010  
Date

Hani Z. Sayed  
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

**ASSIGNMENT**

**WHEREAS**, the undersigned, Patrick Shedarowich is an individual applicant, residing at 702 Acacia Avenue, Corona del Mar, CA 92625, USA (referred to hereinafter as "ASSIGNOR") has invented a certain invention entitled "Floating Advertising Apparatus" for which a patent application for Letters of Patent of the United States of America was filed on May 12, 2010, serial number 29/361,550; which together with related experimental data, trade secret, and other know-how is referred to hereinafter as the INVENTION;

**WHEREAS Recon Distribution, Inc.**, a corporation having its principal place of business at 702 Acacia Avenue, Corona del Mar, CA 92625, USA (referred to hereinafter as "ASSIGNEE"), is desirous of acquiring all entire right, title and interest in, to and under said INVENTION, and in, to and under Letters Patent or similar legal protection to be or having been obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto;

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers and sets over unto the ASSIGNEE, its successors and assigns the entire title, right and interest in and to the INVENTION, and to all Letters Patent or similar legal protection arising therefrom, not only in the United States and its territorial possessions, but in all countries foreign thereto to be obtained for said INVENTION by said application or any continuation, continuation-in-part, divisional, renewal, substitute, reissue or reexamination thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted, including all priority rights under any International Convention.

ASSIGNOR further 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, including the patent application listed above, and any Letters Patent and legal equivalents in foreign countries issuing therefrom as may be known and accessible to ASSIGNOR, and will testify as to the same in any interference or litigation 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 invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

ASSIGNOR and ASSIGNEE each covenant to perform all acts and execute and deliver all documents as may be necessary or appropriate to carry out the intent and purposes of this assignment.

This assignment embodies the entire understanding of ASSIGNOR and ASSIGNEE and supersedes and replaces any and all pre-existing assignments or understandings between ASSIGNOR and ASSIGNEE. No amendment or modification of this assignment shall be valid or binding upon ASSIGNOR or ASSIGNEE unless made in writing and signed on behalf of each of ASSIGNORS and ASSIGNEE by their respective duly authorized representative.

WITNESS my hand at Santa Ana, CA, this 2 day of June 2010,  
City State Month



Patrick Shedarowich