

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Digitalform Industrial Design	05/27/2010
RECEIVING PARTY DATA	
Name:	Focal Point, L.L.C.
Street Address:	4141 South Pulaski Road
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60632
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29360815
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Total Attachments: 1 source=154DigitalformtoFP#page1.tif	

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REEL: 024574 FRAME: 0879

ASSIGNMENT OF PATENT APPLICATIONS

THIS ASSIGNMENT is made on the 27th day of May, 2010, by Digitalform Industrial Design, having its principal place of business at Dreimuehlenstrasse 33, D-80469 Munich, Germany ("Assignor"), to Focal Point, L.L.C., having a place of business at 4141 South Pulaski Road, Chicago, IL 60632 ("Assignee").

1. Assignor owns rights in certain new and useful improvements concerning the subject matter set forth in the patent applications listed below:

<u>Design Patent Application No.</u>	<u>Filing Date</u>	<u>Title</u>
29/360,815	April 30, 2010	Lighting Fixture

Assignor has full right to convey the entire interest herein assigned and has not executed and will not execute any agreement or do anything in conflict herewith.

2. Assignee is desirous of acquiring Assignor's entire right, title, and interest in the Design Patent Application.

3. NOW THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee its entire right, title and interest in and to the inventions and the Patent Applications, and any divisionals and continuations, and in and to any Letters Patent that may be granted therefor together with any reissues, extensions or renewals thereof, and all related rights, including all rights and claims for the infringement thereof, the same to be held and enjoyed by Assignee for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives, to the end of the term or terms for which any Letters Patents are or may be granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor if the assignment had not been made, together with all claims for damages by reason of past infringement of the Letters Patent, with the right to sue for and collect the same for Assignee's own use and for the use of its successors, assigns, or other legal representatives.

4. Except as expressly provided in Paragraph 1, Assignor hereby expressly disclaims all representations and warranties of any kind whatsoever, express or implied, including but not limited to warranties of or as to merchantability or fitness for a particular purpose.

IN WITNESS WHEREOF, the parties have executed this Assignment on the 27th day of May, 2010.

DIGITALFORM INDUSTRIAL DESIGN

By: [Signature]
 Name: Thomas Moeker
 Title: Managing Director

WITNESS: T. Hedmann

27.05. 2010
 Date

T. Hedmann
 Signature