

PATENT ASSIGNMENT

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NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Joseph Allen	05/31/2009
RECEIVING PARTY DATA	
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State/Country:	NEW YORK
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	D615129
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Total Attachments: 3 source=Assignments 381#page1.tif source=Assignments 381#page2.tif source=Assignments 381#page3.tif	

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ASSIGNMENT

In consideration of the sum of Ten Dollars (\$10.00), and of other good and valuable consideration paid to the undersigned inventor Joseph Allen (hereinafter ASSIGNOR) by the Assignee, Starlite Media, LLC, a Delaware Limited Liability Company, with its principal offices at 825 Third Ave., 30th Floor New York, NY 10022 (hereinafter ASSIGNEE), the receipt whereof is hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers, and sets over unto the ASSIGNEE the entire right, title, and interest in and to the invention and improvement entitled **ADVERTISING PANELS AFFIXED TO A SHOPPING CART CORRAL**, Serial No. 29/314,381, said invention being fully described and/or claimed in the application for Letters Patent of the United States of America, filed March 25, 2009, and any patent applications, continuation, continuation-in-part, continuing, divisional, reissue, reexamination, foreign counterpart, Patent Cooperation Treaty, or the like, applications and patents relating thereto, or which may be filed therefor, and any Letters Patent which may be granted and issued therefor in or for the United States of America, and all foreign countries, as well as any and all know-how and/or confidential, proprietary, and/or trade secret information relating to any such inventions, applications, patents and/or technology, including all treaty and convention rights, and the right to sue for present, past, and future infringement or misappropriation, and to enforce any rights and file any causes of action related thereto (either in law or equity), and to all income, royalties, fees, damages, and payments now or hereafter due or payable in respect thereto, the same to be held and enjoyed by said ASSIGNEE, its successors and assigns, to the full extent permissible under any applicable laws and ends of the terms for which all Letters Patents therefor may be granted, as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment had not been made.

And said ASSIGNEE is hereby authorized to make application for and to receive Letters Patent for said invention in any country at its election.

And by this covenant the ASSIGNOR 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 Patents 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 for Patents is hereby authorized and requested to issue any and all Letters Patent of the United States for said invention to said ASSIGNEE.

-Signature Pages Follow-

Inventor / Assignor: Joseph Allen

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