

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Daniel E Levine	09/20/2010
Alan C Atwood	09/20/2010
Fred C Stancer III	09/20/2010

RECEIVING PARTY DATA

Name:	Universal Presentation Concepts
Street Address:	1501 S. Stoughton Road
City:	Madison
State/Country:	WISCONSIN
Postal Code:	53716

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12883802

CORRESPONDENCE DATA

Fax Number: (608)252-9243

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

Phone: 608-255-8891

Email: sxb@dewittross.com

Correspondent Name: Charles S. Sara

Address Line 1: 2 E. Mifflin Street

Address Line 2: Suite 600

Address Line 4: Madison, WISCONSIN 53703

ATTORNEY DOCKET NUMBER:

34828.022

NAME OF SUBMITTER:

Charles S. Sara

Total Attachments: 3

source=USPTO--100923--Assignment#page1.tif

501300186

PATENT
REEL: 025036 FRAME: 0949

OP \$40.00 12883802

source=USPTO-100923-Assignment#page2.tif
source=USPTO-100923-Assignment#page3.tif

ASSIGNMENT

ASSIGNMENT made by Daniel E. Levine of 1501 S. Stoughton Road, Madison, Wisconsin 53716; Alan C. Atwood of 1501 S. Stoughton Road, Madison, Wisconsin 53716 and Fred C. Stancer III of N8807 E. Friesland Road, Randolph, Wisconsin 53956 (hereinafter the ASSIGNORS) to Universal Presentation Concepts, a corporation organized under the laws of the State of Wisconsin, and located and doing business at 1501 S. Stoughton Road, Madison, Wisconsin 53716 (hereinafter the ASSIGNEE).

For good and valuable consideration provided by ASSIGNEE to ASSIGNORS, the receipt of which is hereby acknowledged by ASSIGNORS:

The ASSIGNORS sell, assign and transfer to the ASSIGNEE and its successors and assigns the entire right, title and interest in the invention entitled **SPINNING TOWER RACK**, which was filed in the U.S. Patent and Trademark Office on September 16, 2010, and assigned serial number 12/883,802.

This sale and assignment extends to the application and any related substitute, refile, divisional, or continuation applications filed in the United States and elsewhere; any subsequent patent applications filed in the United States or elsewhere claiming the benefit of priority to this or any of the aforementioned applications; any patents issuing out of any of the aforementioned applications, and any reissues or extensions of such patents; and any other patent applications or patents relating to the invention set forth in the application identified above.

The ASSIGNORS covenant that they have the full right to convey the entire right, title and interest in the invention to the ASSIGNEE, and that they have not executed and will not execute any agreement in conflict with this ASSIGNMENT.

The ASSIGNORS covenant that they will at any time and upon request execute and deliver any and all papers that may be necessary or desirable to perfect the title in the invention, or the title in any application regarding the invention or in Letters Patent that may be granted for the invention. If the ASSIGNEE or its successors or assigns desire to make substitute, refile, divisional, or continuation applications for the invention, or to secure a reissue or extension of a Letters Patent for the invention, or to file a disclaimer relating to the invention, or to make an application for a corresponding patent in any foreign country, the ASSIGNORS covenant that they will at any time and upon request sign all papers, make all rightful oaths, and do all lawful acts necessary for these purposes, but at the expense of the ASSIGNEE.

The ASSIGNORS acknowledge that this entire beneficial interest in the invention to which the above application relates is irrevocably vested in the ASSIGNEE, including the right to apply for protection in all countries abroad and the right to claim priority under any International Conventions for such applications, and assent to the making of any such

applications and any substitutes, refiles, divisionals, or continuations resulting from any such applications, with or without priority claims.

The ASSIGNORS covenant that they will at all times communicate to the ASSIGNEE, its successors, assigns, and legal representatives, all facts relating to the invention and any applications or Letters Patent relating to the invention known to them, and testify as to these facts in interferences or other litigation when requested to do so, but at the expense of the ASSIGNEE.

Executed and delivered this 20 day of September, 2010.

ASSIGNOR: _____

[Signature]
Daniel E. Levine

State of Wisconsin)
) ss.
County of Dane)

Personally appeared before me this 20 day of September, 2010, Daniel E. Levine, to me known to be the person whose name is subscribed to in the foregoing instrument, and acknowledged that he signed, sealed and delivered the said instrument as his free and voluntary act and deed for the uses and purposes therein set forth.

(SEAL)

[Signature]
Notary Public
My Commission expires: May 25, 2014

Executed and delivered this 20 day of September, 2010.

ASSIGNOR: _____

[Signature]
Alan C. Atwood

State of Wisconsin)
) ss.
County of Dane)

Personally appeared before me this 20 day of September, 2010, Alan C. Atwood, to me known to be the person whose name is subscribed to in the foregoing instrument, and acknowledged that he signed, sealed and delivered the said instrument as his free and voluntary act and deed for the uses and purposes therein set forth.

(SEAL)

[Signature]
Notary Public
My Commission expires: May 25, 2014

Executed and delivered this 20 day of September, 2010.

ASSIGNOR: Fred C. Stancer III
Fred C. Stancer III

State of Wisconsin)
) ss.
County of Dane)

Personally appeared before me this 20 day of September, 2010, Fred C. Stancer, III, to me known to be the person whose name is subscribed to in the foregoing instrument, and acknowledged that he signed, sealed and delivered the said instrument as his free and voluntary act and deed for the uses and purposes therein set forth.

(SEAL)

Donna R. Watermont
Notary Public
My Commission expires: May 25, 2014