

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Moritz ENGELHARDT	01/25/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Nice Ideas Berlin Uternehrnergesellschaft
<b>Street Address:</b>	14057 Carlottenburg
<b>City:</b>	Berlin
<b>State/Country:</b>	GERMANY
<b>Postal Code:</b>	10823
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29316876
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	7003/91
<b>NAME OF SUBMITTER:</b>	Michelle Wolf
<b>Total Attachments: 2</b> source=Assignment#page1.tif source=Assignment#page2.tif	

CH \$40.00 29316876

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**PATENT**  
**REEL: 025065 FRAME: 0494**

Serial No.: 29/316,876

Assignment

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ASSIGNMENT

WHEREAS, I,

Moritz Engelhardt, a citizen of Germany;

residing at

Babelsberger Strasse 50, D-10715 Berlin, Germany

(hereinafter referred to as "the Assignor"); have invented new and useful improvements in **ADVERTISING DEVICE**, for which application for Letters Patent of the United States was filed with the United States Patent and Trademark Office on November 9, 2009 and has been accorded Serial No. 29/316,876, and

WHEREAS, Nice Ideas Berlin Unternehmersgesellschaft, a German Limited Liability Company, having an office at 14057 Charlottenburg, 10823 Berlin (hereinafter referred to as "the Assignee"), is desirous of acquiring the entire right, title and interest in and to the application and invention therein described and claimed and any Letters Patent that may be issued upon the application or for the improvements therein contained.

NOW THEREFORE, in consideration of One U.S. Dollar (U.S. \$1.00) and other valuable consideration furnished by Assignee to me, receipt and sufficiency of which I hereby acknowledge, I hereby, without reservation:

1. Assign, transfer, and convey to Assignee the entire right, title, and interest in and to said inventions and discoveries, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation and Convention applications based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues, and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications, and said Letters Patent;
2. Authorize Assignee to file patent applications in any or all countries for any or all of said inventions and discoveries in my name or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or otherwise;
3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of the entire right, title, and interest therein or otherwise as Assignee may direct;

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Assignment

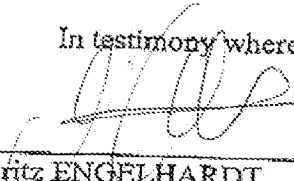
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4. Warrant that I have not knowingly conveyed to others any right in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that I have good right to assign the same to Assignee without encumbrance;

5. Bind my heirs, legal representatives, and assigns, as well as myself, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to me or them, all acts reasonably serving to assure that the said inventions and discoveries, the said patent applications, and the said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by me, my heirs, legal representatives, and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to me relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in my control or in the control of my heirs, legal representatives, or assigns which may be useful for establishing the facts of my conception, disclosure, and reduction to practice of said inventions and discoveries.

The effective date of this instrument is the date accompanying my signature, hereinbelow.

In testimony whereof I have affixed my signature.

  
\_\_\_\_\_  
Moritz ENGELHARDT

JAN 25 2010  
(Date)

\_\_\_\_\_  
(Witness) (Date)

\_\_\_\_\_  
(Witness) (Date)

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RECORDED: 09/30/2010

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