

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
MagneCorp, Inc.	09/13/2010

RECEIVING PARTY DATA

Name:	Southern Imperial, Inc.
Street Address:	1400 Eddy Avenue
City:	Rockford
State/Country:	ILLINOIS
Postal Code:	61103

PROPERTY NUMBERS Total: 13

Property Type	Number
Patent Number:	D322634
Patent Number:	D340281
Patent Number:	D387155
Patent Number:	D364799
Patent Number:	D357505
Patent Number:	D366066
Patent Number:	D372939
Patent Number:	D386531
Patent Number:	D389526
Patent Number:	D399397
Patent Number:	5188332
Patent Number:	5480116
Patent Number:	5806823

CORRESPONDENCE DATA

501332908

PATENT
REEL: 025204 FRAME: 0045

CH \$520.00 D322634

Fax Number: (815)654-5770

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

Email: rockmail@reinhartlaw.com

Correspondent Name: Andrew J. Heinisch

Address Line 1: 2215 Perrygreen Way

Address Line 4: Rockford, ILLINOIS 61107

ATTORNEY DOCKET NUMBER:

508030

NAME OF SUBMITTER:

Andrew J. Heinisch

Total Attachments: 2

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ASSIGNMENT OF PATENTS AND PATENTS PENDING

Assignment made September 13, 2010 by MAGNECORP, INC. of 1920 Annapolis Lane North, Minneapolis, MN 55441-3751, herein referred to as "Assignor", to SOUTHERN IMPERIAL INC., an Illinois corporation, of 1400 Eddy Avenue, Rockford, IL 61103, herein referred to as "Assignee".

RECITALS:

1. The Assignor is now the sole and exclusive owner by assignment to the following patents:

PATENTS

SERIAL NO.	TITLE
322,634	sign holder
340,281	air diffuser guard
387,155	air diffuser guard
364,799	Combined clamp and hook
357,505	Sign holder
366,066	Sign holder
372,939	Sign holder
386,531	Adjustable sign holder
389,526	adjustable sign holder
399,397	gripper for installing and removing a sign holder
5,188,332	sign holder
5,480,116	sign holder
5,806,823	sign holder & tool for installation & removing a sign from a support

2. Assignee is desirous of acquiring the title, right and interest in the patents and applications for letters of patent and inventions.

2.1 Assignment. In consideration of \$1.00 and other consideration, the receipt whereof is acknowledged, the Assignor assigns to the Assignee the patents and applications for letters patent, divisional or continuations thereof, and any reissue that may be granted on any application or from any issued patent, the same to be held and enjoyed by the Assignee for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives, to the end of the term of any patent or the term or terms for which the letters patent may be granted or reissued, as fully and entirely as the same would have been held and

enjoyed by the Assignor if this Assignment had not been made, together with all claims for damages by reason of past infringement of any patent or of any letters patent which may be granted or reissued, with the right to sue for and collect the same for its own use, and for the use of its successors, assigns or other legal representatives. Assignor intends to include by this assignment all of Assignor's rights to the documents in the possession of and work product through the date hereof of Assignor's patent counsel Richard O. Bartz, Bartz & Bartz, P.A., 6950 France Avenue South, Suite 119, Edina, MN 55435.

2.2 Authorization and Request. The Assignor authorizes and requests the Commissioner of Patents and Trademarks to reregister any of the above described patents and to issue any and all letters of patent of the United States on the inventions or resulting from the applications, or any division or divisions thereof, to Assignee as Assignee of the interest herein assigned.

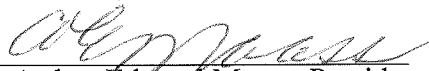
2.3 Covenant. The Assignor covenants that it has full right to convey the interest herein assigned, and that it has not executed and will not execute any agreement in conflict herewith.

2.4 Cooperation. The Assignor covenants and agrees that it will at any time on request execute and deliver any and all papers that may be necessary or desirable to perfect the title to the patents and to the inventions or any letters patent that may be granted therefore, provided any such documents and papers are prepared at the expense of the assignee. The Assignor further covenants and agrees that it will at any time upon request and at the expense of Assignee communicate to Assignee any facts relating to the patents or to the inventions or applications for letters of patent or the history thereof and testify as to the same in any interference or other litigation when requested to do so.

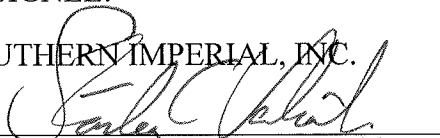
IN WITNESS WHEREOF, the parties have executed this agreement at Minneapolis, Minnesota, the day and year first above written.

ASSIGNOR:

MAGNECORP, INC.

By: 
Arthur Edward Maass, President

ASSIGNEE:

SOUTHERN IMPERIAL, INC.
By: 
Stanley C. Valiulis, President
& Chief Executive Officer