

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Hans Ulrich Stauber	12/17/2010
<b>RECEIVING PARTY DATA</b>	
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<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12993636
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ATTORNEY DOCKET NUMBER:	FRG-34200
NAME OF SUBMITTER:	David E. Spaw
Total Attachments: 2 source=34200-Assignment#page1.tif source=34200-Assignment#page2.tif	

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P3012 US

**ASSIGNMENT**

WHEREAS, new and useful improvements have been made by the undersigned  
in

**DEVICE AND METHOD FOR INSERTING FLAT OBJECTS INTO A FOLDED  
PRINTED PRODUCT**

that are the subject of an application for a U.S. Patent, (Application No. 12/993636,  
filed 11/19/2010), which application is further identified as Rankin, Hill &  
Clark LLP Docket No. FRG-34200.

WHEREAS, FERAG AG, a corporation of Switzerland, and having a place of  
business at Zurichstrasse 74 CH-8340 Hinwil Switzerland, hereinafter referred to as  
"assignee", is desirous of acquiring all right, title, and interest throughout the world in,  
to, and under said improvements and inventions and patent rights therefor.

NOW, THEREFORE, be it known that, for valuable consideration, the receipt  
and sufficiency of which are hereby acknowledged, all right, title, and interest, in the  
United States and throughout the world, in, to and under said improvements and  
inventions and all patents, patent applications, patent rights, and inventor's certificates  
thereof, therefor, and therein, including without limitation said application for patent in  
the United States, all divisions and continuations thereof, all patents which may be  
granted thereon, all reissues and extensions thereof, all right to sue for past  
infringement thereunder, all patents which may be granted for said improvements and  
inventions by states or nations other than the United States, or by other authority,  
entity, or organization, and all applications therefor, have been and are hereby sold,  
assigned, transferred, and delivered unto assignee, its successors and assigns; and it  
is covenanted and agreed by the undersigned, and for executors, administrators, and  
legal representatives of the undersigned, that at assignee's request any and all  
applications, affidavits, assignments, and other instruments will be made, executed,  
and delivered as may be necessary, or desirable to secure for or vest in assignee, its  
successors or assigns, any improvement, inventions, right, title, interest, application,  
patent, patent right or other right or property covered by this assignment, and the  
United States Commissioner of Patents and Trademarks is hereby requested and  
authorized to issue any and all United States patents granted on any of said  
applications to assignee as owner of the entire right, title, and interest in, to, and under  
the same, and appropriately empowered officials of foreign countries are hereby  
authorized to issue any letters patent granted on any of said applications to assignee as  
owner of the entire right, title and interest in, to, and under the same.

The undersigned hereby grants the firm of Rankin, Hill & Clark LLP the power to  
insert on this assignment any identification that may be necessary or desirable in order  
to comply with the rules of the United States Patent and Trademark Office for  
recordation of this document.

23013 US

IN WITNESS WHEREOF, this assignment has been executed below by the undersigned:

(1) Inventor Name (sole): Hans Ulrich Stauber

Signature: Hans Ulrich Stauber

Today's Date: 17.12.2010

Witness: Simon Nacht Simon Nacht

Witness: Marianne Nacht Marianne Nacht-Stauber