

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Bernard Primiano	06/29/2007
RECEIVING PARTY DATA	
Name:	Display Industries, LLC
Street Address:	5850 Peachtree Industrial Blvd.
City:	Norcross
State/Country:	GEORGIA
Postal Code:	30071
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11746893
CORRESPONDENCE DATA	
Fax Number:	(202)824-3001
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	dholbert@bannerwitcoff.com
Correspondent Name:	Banner & Witcoff / Stephanie L. Roberts
Address Line 1:	Ten South Wacker Drive, Suite 3000
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	006943.01960
NAME OF SUBMITTER:	Stephanie L. Roberts
Total Attachments: 2 source=01960ASN2#page1.tif source=01960ASN2#page2.tif	

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PATENT
REEL: 025736 FRAME: 0537

ASSIGNMENT

WHEREAS, I, **Bernard Primiano** (ASSIGNOR), am one of the inventors of certain inventions and improvements described in a U.S. patent application and having the title

BOTTLE DISPLAY AND DISPENSER DEVICE AND METHOD

which application was filed on May 10, 2007 and assigned Application No. 11/746,893 and

WHEREAS,

Display Industries, LLC
5850 Peachtree Industrial Blvd.
Norcross, GA 30071

(ASSIGNEE) desires to acquire the entire right, title and interest in and to the said application, inventions and improvements and any patents that may be granted on or as a result thereof in the United States of America (U.S.) and in any and all foreign countries;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged,

I hereby assign, to the above named ASSIGNEE, its successors, assigns and legal representatives (NOMINEES) the entire right, title and interest in and to said application, inventions and improvements throughout the world and to any and all patents, petty patents and utility model patents which may be granted therefor, and all continuations, continuations-in-part, divisions, reissues, extensions, renewals, and any non-provisional based on a provisional thereof (LETTERS PATENT).

And I covenant that I have full right to convey the entire interest herein assigned, and that I have not executed and will not execute any agreement or do anything in conflict herewith;

And I further covenant and agree that I will without undue delay execute without further consideration all such papers as may be necessary to perfect the title to said application, inventions and improvements, and LETTERS PATENT in the ASSIGNEE or its NOMINEES, and I agree to communicate to said ASSIGNEE or its NOMINEES all known facts respecting said application, inventions, improvements, and LETTERS PATENT, to testify in any legal proceedings, to sign all lawful papers, and generally to do all things necessary to aid ASSIGNEE or its NOMINEES to obtain and enforce for their own benefit patent protection for said application, inventions and improvements in any and all countries, all at the expense, however, of the ASSIGNEE or its NOMINEES;

And I authorize the ASSIGNEE or its NOMINEES to file in my name or their own, as appropriate, application for LETTERS PATENT in any and all countries of the world, and I authorize and request the Commissioner of Patents and Trademarks of the United States, and any proper official of any country, to issue to said ASSIGNEE or its NOMINEES any and all LETTERS PATENT for said application, inventions and improvements, for their sole use, to the full end of the term for which such LETTERS PATENT may be granted;

And I hereby grant the attorneys at the law firm of Banner & Witcoff the power to insert into this document information sufficient to identify the patent application to which this assignment pertains.

6/29/07
Date:

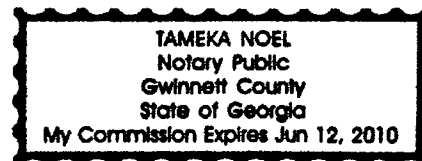
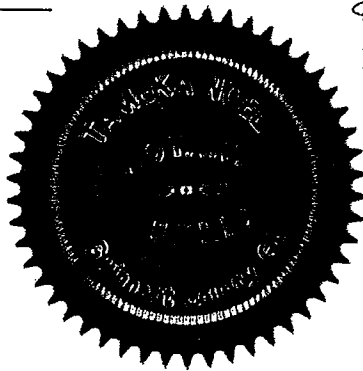
Bernard Primiano
Bernard Primiano

State of Georgia)
County of Gwinnett) ss:

Bernard Primiano, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he executed this document.

6/29/07
Date

Tameka Noel
Notary Public
My Commission Expires: 6/12/10



LAW OFFICES
BANNER & WITCOFF, LTD.
10 South Wacker Drive
Chicago, IL 60606-7407
312-463-5000