

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Chris Davies</td> <td>01/31/2011</td> </tr> <tr> <td>Kevin Goforth</td> <td>01/18/2011</td> </tr> </tbody> </table>		Name	Execution Date	Chris Davies	01/31/2011	Kevin Goforth	01/18/2011						
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Potters Industries Inc.</td> </tr> <tr> <td>Street Address:</td> <td>300 Lindenwood Drive</td> </tr> <tr> <td>Internal Address:</td> <td>Valleybrooke Corporate Center</td> </tr> <tr> <td>City:</td> <td>Malvern</td> </tr> <tr> <td>State/Country:</td> <td>PENNSYLVANIA</td> </tr> <tr> <td>Postal Code:</td> <td>19355-1740</td> </tr> </table>		Name:	Potters Industries Inc.	Street Address:	300 Lindenwood Drive	Internal Address:	Valleybrooke Corporate Center	City:	Malvern	State/Country:	PENNSYLVANIA	Postal Code:	19355-1740
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CORRESPONDENCE DATA													
<p>Fax Number: (412)562-1041</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 412-562-1637</p> <p>Email: vicki.cremonese@bipc.com</p> <p>Correspondent Name: Michael L. Dever</p> <p>Address Line 1: 301 Grant Street</p> <p>Address Line 2: 20th Floor</p> <p>Address Line 4: Pittsburgh, PENNSYLVANIA 15219</p>													
ATTORNEY DOCKET NUMBER:	0068905-000446												
NAME OF SUBMITTER:	Michael L. Dever												

Total Attachments: 3

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ASSIGNMENT

WHEREAS, we, Chris Davies, residing at 632 Erlen Road, Plymouth Meeting, Pennsylvania 19462 and Kevin Goforth, residing at 5 Margaret Drive, Chester Springs, Pennsylvania 19425 have invented certain new and useful apparatus, inventions, discoveries, methods, and/or improvements to be disclosed in a U.S. Patent Application entitled "REFLECTIVE SUBSTRATE SURFACE SYSTEM, REFLECTIVE ASSEMBLY, AND METHODS OF IMPROVING THE VISIBILITY OF A SUBSTRATE SURFACE" filed in the United States Patent and Trademark Office, hereinafter the "application", and with respect to which we hereby authorize and request attorney, Michael L. Dever, Esquire of Buchanan Ingersoll & Rooney PC, to insert here in parentheses (U.S. Utility Application No. 13/020,904, filed 2-4-11) the application number and filing date of said application when known; and

AND WHEREAS, Potters Industries Inc., having a place of business at 300 Lindenwood Drive, Valleybrooke Corporate Center, Malvern, PA 19355-1740 (hereinafter the "Assignee"), is desirous of acquiring the entire right, title and interest in and to said application and the apparatus, inventions, discoveries, and improvements therein disclosed;

NOW THEREFORE, in consideration of other good and valuable consideration paid to me by said Assignee, receipt whereof we hereby acknowledge, we do hereby assign, sell, transfer, and set over unto said Assignee the entire right, title, and interest in and to said application and the apparatus, inventions, discoveries and improvements therein disclosed for the United States of America and its territories and all foreign countries and any Letters Patent which may issue therefor in the United States and its territories and all foreign countries and all divisions, reissues, continuations, continuations-in-part, renewals, and/or extensions thereof, including the right to apply for Letters Patents in each foreign country and the United States of America and its territories, in its own name and to claim any and all priority rights under the International Convention, other conventions, treaties, or otherwise associated therewith for each country and the United States of America and its territories, said Assignee to have and to hold the interests herein assigned to the full ends of the terms of said Letters Patent and any and all divisions, reissues, continuations, continuations-in-part, renewals, and/or extensions thereof, respectively, as fully and entirely as the same would have been held and enjoyed by me had this Assignment not been made.

The Commissioner of Patents and Trademarks is requested to issue such Letters Patent in accordance herewith. We covenant that we are the lawful owners of the said application, apparatus, inventions, discoveries and improvements, that the same are unencumbered, that no license has been granted to make, use, or vend the said apparatus, inventions, discoveries or improvements or any of them, and that we have the full right to make this Assignment.

And for said consideration, we agree that we will communicate to said Assignee or the representatives thereof any facts known to me respecting said apparatus, inventions, discoveries and improvements, and will, upon request, but without expense to us, testify in any legal

proceedings, sign all lawful papers, execute all divisional, reissue, continuation, continuation-in-part, renewal, and/or extension applications, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by said Assignee or by counsel for said Assignee, to assist or enable said Assignee to obtain and enforce full benefits from the rights and interests herein assigned, and, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof. This Assignment shall be binding upon my heirs, executors, administrators, and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of said Assignee.

And for said consideration, the undersigned hereby agrees to execute, at the request of said Assignee, all documents in connection with any application for foreign letters patent therefor.

Executed: 1-31-2011

Chris Davies
Chris Davies

Executed: Jan 18, 2011

Kevin Goforth
Kevin Goforth

State of Pennsylvania

ss:

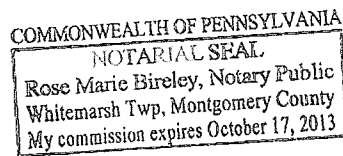
County of Montgomery

Before me, a Notary Public in and for the said County and State, personally appeared Chris Davies, who acknowledged that he is the person who executed the foregoing Assignment and acknowledged it to be his free and voluntary act and deed.

Witness my hand and notarial seal this 31 day of Jan, 2011.

(Notarial Seal)

Rose Marie Bireley
Notary Public



State of Pennsylvania

ss:

County of Chester

Before me, a Notary Public in and for the said County and State, personally appeared Kevin Goforth, who acknowledged that he is the person who executed the foregoing Assignment and acknowledged it to be his free and voluntary act and deed.

Witness my hand and notarial seal this 18th day of January, 2011.

(Notarial Seal)

Aria DenDulk
Notary Public

