

07/06/2011

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office



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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Michael T. Callas

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) June 16, 2011

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Joint Research Agreement  
☐ Government Interest Assignment  
☐ Executive Order 9424, Confirmatory License  
☐ Other \_\_\_\_\_

2. Name and address of receiving party(ies)

Name: First Impression Systems, LLC

Internal Address: \_\_\_\_\_

Street Address: 5775 Wayzata Boulevard

Suite 700

City: Minneapolis

State: Minnesota

Country: US Zip: 55416

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application or patent number(s):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

12/932,562

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Richard John Bartz

Internal Address: \_\_\_\_\_

Street Address: 6950 France Avenue South

Suite 119

City: Edina

State: Minnesota Zip: 55435

Phone Number: 952.920.3959

Fax Number: 952.920.6494

Email Address: bartzpa@bartzlaw.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- ☐ Authorized to be charged to deposit account.  
☒ Enclosed  
☐ None required (government interest not affecting title)

8. Payment Information

Deposit Account Number 00000025 12932562

Authorized User Name 01 FC:8021

9. Signature:

Signature:

June 30, 2011

Date:

Richard John Bartz

Name of Person Signing:

Total number of pages including cover sheet, attachments, and documents: 2

## ASSIGNMENT

WHEREAS, I, Michael T. Callas (hereinafter "ASSIGNOR"), have invented, and am the owner of, a Graphic Floor Mat and Method of Making Mat having certain novel features and various configurations disclosed and claimed in a patent application for Letters which is Serial No. 12/932,562 filed March 1, 2011, referred to as the "the Application"; and

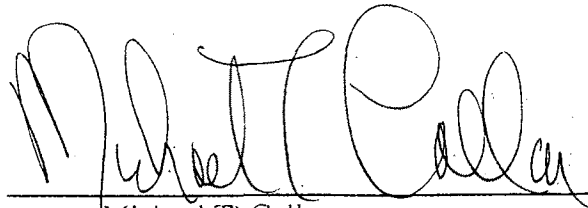
WHEREAS, First Impression Systems, LLC (hereinafter "ASSIGNEE"), a limited liability company organized and existing under and by virtue of the laws of the State of Minnesota, and having its principal place of business at 5775 Wayzata Boulevard, Suite 700, Minneapolis, Minnesota 55416, is desirous of acquiring the entire interest in the invention and the Application and in any improvements thereto;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right to the invention as described in the aforesaid Application and to any and all patents, registrations, and the like, resulting from the Application, in the United States and all foreign countries, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States adheres, and hereby authorizes and requests the Commissioner for Patents to issue to ASSIGNEE Letters Patent on the pending Application for the sole use and benefit of ASSIGNEE, its successors, assigns and legal representatives;

AND HEREBY AGREES to transfer a like interest upon request of ASSIGNEE, its successors, assigns and legal representatives, and without further remuneration, in and to any improvements and applications for patents based thereon, growing out of or relating to the invention; and to provide all reasonable assistance and execute any papers deemed essential by ASSIGNEE, its successors, assigns and legal representatives, to ASSIGNEE's full protection and title to the invention hereby transferred;

AGREEING, FURTHERMORE, upon request of ASSIGNEE, and without further remuneration, to execute any and all papers desired by ASSIGNEE for the filing and granting of foreign applications and the perfecting of title thereto in ASSIGNEE.

EXECUTED this 16th day of June, 2011

  
\_\_\_\_\_  
Michael T. Callas