

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignor on cover sheet to read from James A. Morison to Sean Peake-Atkins and James A. Morison previously recorded on Reel 026528 Frame 0853. Assignor(s) hereby confirms the correction to add inventor to assignment cover sheet.
CONVEYING PARTY DATA	
Name	Execution Date
Sean Peake-Atkins	06/02/2011
James A. Morison	06/02/2011
RECEIVING PARTY DATA	
Name:	Gorrie Marketing Services
Street Address:	2770 Matheson Boulevard East
City:	Mississauga
State/Country:	CANADA
Postal Code:	L4W 4M5
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29390227
CORRESPONDENCE DATA	
Fax Number:	(416)361-1398
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	416-364-7311
Email:	ltaggart@bereskinparr.com
Correspondent Name:	Bereskin & Parr LLP/S.E.N.C.R.L. s.r.l.
Address Line 1:	40 King Street West
Address Line 2:	Box 401
Address Line 4:	Toronto, CANADA M5H 3Y2
ATTORNEY DOCKET NUMBER:	6802-66
NAME OF SUBMITTER:	Stephen M. Beney

CH \$40.00 29390227

Total Attachments: 7

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TO: BERESKIN & PARR LLP/S.E.N.C.R.L., S.R.L. COMPANY: 40 KING STREET WEST



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

JUNE 30, 2011

PTAS

BERESKIN & PARR LLP/S.E.N.C.R.L., S.R.L.
40 KING STREET WEST
BOX 401
TORONTO, M5H 3Y2 CANADA



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UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

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PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 06/30/2011

REEL/FRAME: 026529/0853
NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).
DOCKET NUMBER: 6802-66

ASSIGNOR: *Sean Peake-Atkins*
MORISON, JAMES A.

DOC DATE: *06/02/2011*
DOC DATE: 06/02/2011

ASSIGNEE:

GORRIE MARKETING SERVICES
2770 MATHESON BOULEVARD EAST
MISSISSAUGA, CANADA L4W 4M5

TO:BERESKIN & PARR LLP/S.E.N.C.R.L., S.R.L. COMPANY:40 KING STREET WEST

026528/0853 PAGE 2

APPLICATION NUMBER: 29390227
PATENT NUMBER:
TITLE: DISPLAY RACK FOR PAINT CHIPS

FILING DATE: 04/21/2011
ISSUE DATE:

ASSIGNMENT SERVICES BRANCH
PUBLIC RECORDS DIVISION

RECORDATION FORM COVER SHEET PATENTS ONLY

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)

Sean Peake-Atkins
James A. Morison

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

2. Name and address of receiving party(ies)

Name: Gorrie Marketing Services

Internal Address: _____

Street Address: 2770 Matheson Boulevard East

City: Mississauga,

State: Ontario

Country: Canada Zip: L4W 4M5

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

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

Execution Date(s) June 2, 2011

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

29/390,227

Additional numbers attached? Yes No

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

Name: Bereskin & Parr LLP/S.E.N.C.R.L., s.r.l.

Internal Address: _____

Street Address: 40 King Street West

Box 401

City: Toronto

State: Ontario Zip: M5H 3Y2

Phone Number: 416-368-7311

Fax Number: 416-361-1398

Email Address: sbeney@bereskinparr.com

6. Total number of applications and patents involved: _____

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 022095

Authorized User Name Stephen M. Beney

9. Signature:

/Stephen M. Beney/
Signature

July 21, 2011
Date

Stephen M. Beney
Name of Person Signing

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

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

ASSIGNMENT

WHEREAS, we, **Sean Peake-Atkins** and **James A. Morison**, citizens of Canada, whose complete addresses are, 215 Wilson Avenue, Suite 208, Toronto, Ontario, M5M 3A9, Canada and 15 Spiers Crescent, Ajax, Ontario, L1S 6Y5, Canada, inventor of an invention entitled **DISPLAY RACK FOR PAINT CHIPS** as described and illustrated in U.S. Design Application No. 29/390,227 filed April 21, 2011 and Canadian Design Application No. 140382 filed April 29, 2011; and

WHEREAS, **Gorrie Marketing Services**, whose complete address is 2770 Matheson Boulevard East, Mississauga, Ontario, L4W 4M5, Canada, assignee, is desirous of acquiring the full and exclusive right, title and interest in said invention, and in and to all Patents issuing in Canada and foreign countries, including the United States of America, to be granted for the invention;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, we do hereby assign and do hereby confirm assignment unto **Gorrie Marketing Services**, the full and exclusive right, title and interest in and to all applications inclusive of any and all priority rights derived therefrom, and in and to the invention disclosed in said applications and in and to all Patents and reissues which may be granted, and in and to all Patents which may be issued upon any substitutes, divisions, or continuations of said applications, and in and to any and all corresponding foreign applications for Patent which may be granted for the invention in foreign countries;

AND we hereby authorize the issuance to said assignee of any and all said Patents not already issued as the assignee of our entire right, title and interest in and to the same, for the sole use and benefit of said assignee, its successors, assigns or legal representatives.

AND we, on behalf of ourselves and our executors and administrators, hereby covenant and agree to do all such lawful acts and things and to execute without further

consideration such further lawful assignments, documents, assurances, applications, and other instruments as may reasonably be required by said assignee, its successors, assigns, or legal representatives, to obtain any and all Patents and reissues thereof which may be granted upon said application in Canada, the United States, or foreign applications.

SIGNED at MISSISSAUGA, ONTARIO, this 2ND day of JUNE, 2011.

SIGNED BY:

James A. Morison
James A. Morison

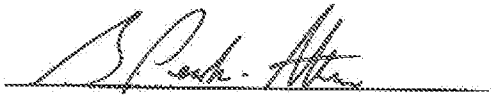
STATEMENT BY WITNESS

I, ANDREW COOK, whose full post office address is 44 KIRKUPHIC PLACE
MISSISSAUGA ONTARIO L4V 7G5, was personally present and did see James A. Morison who is known to me, execute the above assignment.

Andrew Cook
Signature of Witness

SIGNED at MISSISSAUGA, this 2nd day of JUNE, 2011.

SIGNED BY:



Sean Peake-Atkins

STATEMENT BY WITNESS

I, LINDA FORD CROWN, whose full post office address is 49 KIDWING PARK
WILLOWDALE ONTARIO L4Y 0E5, was personally present and did see Sean
Peake-Atkins who is known to me, execute the above assignment.



Signature of Witness