PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Mr. Nicholas Paul Bennett	08/23/2011
Mr. Stuart Kevan Buckland	08/23/2011

RECEIVING PARTY DATA

Name:	Southco, Inc.	
Street Address:	210 North Brinton Lake Road	
Internal Address:	P.O. Box 0116	
City:	Concordville	
State/Country:	PENNSYLVANIA	
Postal Code:	19331	

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13179457

CORRESPONDENCE DATA

Fax Number: (215)567-5057 Phone: 215-568-4900

Email: oojan@paulandpaul.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US

Mail.

Correspondent Name: Paul & Paul Address Line 1: 2000 Market Street

Address Line 2: Suite 2900

Address Line 4: Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER: 2011-060

NAME OF SUBMITTER: Ourmazd S. Ojan

Total Attachments: 2

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PATENT REEL: 026947 FRAME: 0163

Paul and Paul File No: 2011-060

ASSIGNMENT

WHEREAS, Nicholas Paul Bennett, a citizen of the United Kingdom, residing at 1 Blackstitch Lane, Redditch, Worcestershire, United Kingdom B97 5TE, and Stuart Kevan Buckland, a citizen of the United Kingdom, residing at Flapgate, Colwall, Malvern, Worcestershire, United Kingdom, WR13 6HL (hereinafter referred to as the undersigned), have invented an invention entitled Display Support Apparatus for which a United States Patent Application, having Serial Number 13/179,457 was filed on July 8, 2011;

WHEREAS, **Southco**, **Inc.**, a corporation of the State of Delaware, United States of America, having a principal place of business at 210 North Brinton Lake Road, P.O. Box 0116, Concordville, PA 19331 (hereinafter referred to as the assignee), is desirous of acquiring the entire right, title and interest in said invention, said application and all letters patent issuing for said invention;

NOW THEREFORE, in consideration of One Dollar (\$1.00) and of the obligations of the employment of the undersigned with the assignee and other good and valuable consideration, receipt of which is acknowledged by the undersigned, the undersigned, intending to be legally bound, does hereby sell, assign and transfer to the assignee and the successors, assigns, and legal representatives of the assignee the entire right, title and interest, for the United States of America, its territories and possessions, and for all foreign countries, in said invention, said patent application and all divisions, continuations, renewals and substitutes thereof, and in all letters patent including all reissues and reexaminations thereof issuing for said invention;

And it is agreed that the undersigned shall be legally bound, upon request of the assignee, to supply all information and evidence relating to the making and practice of said invention, to testify in any legal proceeding relating thereto, to execute all instruments proper to patent the invention in the United States and foreign countries in the name of the assignee, and to execute all instruments proper to carry out the intent of this instrument;

Paul and Paul File No: 2011-060

Clear of any encumbrance.

23 August 2011

Nicholas Paul Bennett

Date

23 August 2011

Witness

23 August 2011

Date

23 August 2011

Date

23 August 2011

Date

23 August 2011

Date

And the rights and property herein conveyed by the undersigned are free and