

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Ralph Canaphany	10/28/2011
Farah Awada	10/28/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Brandstand America, Inc.
<b>Street Address:</b>	919 Tamiami Trail South
<b>City:</b>	Suite 110
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	34275
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29404565
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(813)229-1660
<b>Phone:</b>	813-229-7600
<b>Email:</b>	mmyers@slk-law.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Correspondent Name:</b>	SHUMAKER LOOP & KENDRICK
<b>Address Line 1:</b>	101 East Kennedy Boulevard, Suite 2800
<b>Address Line 4:</b>	TAMPA, FLORIDA 33602
<b>ATTORNEY DOCKET NUMBER:</b>	B123423-145733
<b>NAME OF SUBMITTER:</b>	Michael A. Myers
<b>Total Attachments: 2</b> source=AssignmentExecuted#page1.tif source=AssignmentExecuted#page2.tif	

CH \$40.00 29404565

501714122

**PATENT**  
**REEL: 027177 FRAME: 0736**

## ASSIGNMENT

WHEREAS, the undersigned, **Ralph Canaphany**, an individual with a mailing address of 919 Tamiami Trail South, Suite 110, Nokomis, Florida 34275 and **Farah Awada**, an individual with a mailing address of 919 Tamiami Trail South, Suite 110, Nokomis, Florida 34275 (the "Assignors"), have invented certain new and useful improvements in the below applications as fully set forth and described below:

U.S. Design Application Serial No.: 29/404,565

Filed: October 21, 2011

Title: STANDING DISPLAY

(the "Invention")

WHEREAS, **BrandStand America, Inc.**, a Florida corporation, with its principal place of business at 919 Tamiami Trail South, Suite 110, Nokomis, Florida 34275, (the "Assignee"), is desirous of acquiring the entire right, title and interest in and to said Invention, the application identified above, and in, to and under Letters or Design Patent(s) that may be obtained for the invention in the United States and its territorial possessions, and in any and all jurisdictions;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby freely acknowledged and intending to be legally bound, the said Assignors, have sold, assigned, transferred and set over, to Assignee, free and clear of all liens, security interests, liabilities and encumbrances, the full and exclusive right, title and interest in and to said Invention and in and to the Invention and application hereinabove identified, and any Letters or Design Patent that may issue therefor in the United States and its territorial possessions, and in any and all jurisdictions and in all other countries, including any and all divisions, reissues, continuations, conversions, renewals or revivals thereof, the same may be granted, as fully and entirely as the same would have been held and enjoyed by Assignors had the Assignment and sale not been made.


The Assignors hereby covenant that they have full right to convey the entire interest herein assigned, and that they have not executed and will not execute any agreement in conflict herewith, and further promise and agree, upon request, to execute all papers and assignments necessary, expedient and permissible for the procurement of and to convey the entire right, title and interest in and to any Letters or Design Patent in the United States and its territorial possessions, and in any and all jurisdictions, including any and all utility, divisions, reissues, continuations, conversions, renewals, or revivals thereof to said Assignee, its successors, assigns, nominees, or legal representatives; and Assignors further promise and agree to perform the same, including all rightful acts, and to execute all papers necessary, expedient and permissible in connection with any interference proceeding or legal action that may be declared concerning this Invention or any Letters or Design Patent that may issue therefore in the United States and its territorial possessions, and in any and all jurisdictions and countries, including any and all utility, divisions, reissues, continuations, conversions, renewals or revivals thereof, for the purpose of proving the facts relating to the conception, development and completion of said Invention and to cooperate with the Assignee, its successors, assigns, nominees, or legal representatives in every way possible in obtaining and producing evidence and proceeding with such interference proceeding or legal action.

This Assignment shall be binding upon and inure to the benefit of the respective heirs, successors, legal representatives and assigns of the Assignors and Assignee.


The undersigned hereby grants the firm of Shumaker, Loop & Kendrick, LLP, the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

B12342-145733

Oct. 28, 2011  
DATE

  
Ralph Canaphany

Oct. 28, 2011  
DATE

  
Farah Awada

SLK\_TAM: #1399383v1

RECORDED: 11/04/2011

PATENT  
REEL: 027177 FRAME: 0738