

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Travis E. Beaty	11/15/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	International Paper Company
<b>Street Address:</b>	6400 Poplar Avenue
<b>City:</b>	Memphis
<b>State/Country:</b>	TENNESSEE
<b>Postal Code:</b>	38197
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	13228736
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(513)248-6451
<b>Phone:</b>	513-248-6193
<b>Email:</b>	michele.mcroy@ipaper.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>	Matthew M. Eslami
<b>Address Line 1:</b>	6285 Tri-Ridge Boulevard
<b>Address Line 4:</b>	Loveland, OHIO 45140
<b>ATTORNEY DOCKET NUMBER:</b>	IPK-052849-US
<b>NAME OF SUBMITTER:</b>	Matthew M. Eslami
<b>Total Attachments: 2</b> source=111116_asn_ipk052849us#page1.tif source=111116_asn_ipk052849us#page2.tif	

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**PATENT**  
**REEL: 027236 FRAME: 0063**

## ASSIGNMENT OF INVENTION AND OF LETTERS PATENT

WHEREAS, I, Travis E. Beaty, residing at 246 Crosscut Drive, Denver, CO 28037, am a citizen of US and have invented certain new and useful inventions or improvements relating to multi-ply laminated corrugated display rack with a back wall and support rods between shelves for which I have executed an application for Letters Patent of the United States of America, entitled "MULTI-PLY LAMINATED CORRUGATED DISPLAY RACK" filed on September 9, 2011, and having been afforded serial no. 13/228,736 by the United States Patent and Trademark Office; and

WHEREAS, International Paper Company, a corporation of the State of New York having a place of business at 6400 Poplar Avenue, Memphis, Tennessee 38197 (hereinafter, "Assignee"), is desirous of obtaining the entire right, title and interest in and to the said inventions or improvements throughout the world, the said application for United States Letters Patent and any granted United States Letters Patent claiming priority thereto, and any applications for Letters Patent and the Letters Patent therefor in any country foreign to the United States claiming priority thereto.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I hereby sell, assign and transfer and set over unto the said Assignee, its successors, legal representatives and assigns, my entire right, title and interest in the said inventions or improvements, and to the said application for Letters Patent and to all divisions, renewals and continuations thereof, and to any invention or improvement made by me which is described in said application, and to all applications for Letters Patent which may hereafter be filed for said invention or improvement, in any country or countries foreign to the United States, and to all Letters Patent which may be granted for said inventions or improvements, in any country or countries foreign to the United States, claiming priority thereto, and all extensions, renewals and reissues thereof;

AND, I HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any country of countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said inventions or improvements to the said Assignee, its successors, legal representatives and assigns, in accordance with the terms of this instrument;

AND, I HEREBY covenant that I have full right to convey the entire right, title and interest herein assigned, and that I have not executed and will not execute, any agreement in conflict herewith;

AND, I HEREBY authorize and request the attorney of record in the said application for Letters Patent to insert in the above right hand corner of this Assignment the serial number and filing date of the said application when officially known;

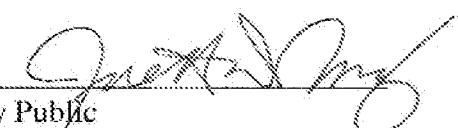
AND, I HEREBY further covenant and agree that I will communicate to the said Assignee, its successors, legal representatives and assigns, any and all facts known to me respecting said inventions or improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, reissue, continuation, and continuation-in-part applications, make all rightful oaths and generally do everything possible to aid the said Assignee, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said inventions or improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 15 day of Nov, 2011.

  
TRAVIS E. BEATY

STATE OF NC )  
 ) ss:  
COUNTY OF Mecklenburg )

On this 15 day of Nov, 2011, before me, a Notary Public in and for the State and County aforesaid, personally appeared **Travis E. Beaty** to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be his/her free act and deed.

  
Notary Public

My commission expires:

Sept 23, 2012

