

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Patrick Ple-Boishardy</td> <td>09/29/2010</td> </tr> <tr> <td>Harold Noel</td> <td>10/24/2010</td> </tr> <tr> <td>Fabien Brossard</td> <td>08/24/2010</td> </tr> </tbody> </table>		Name	Execution Date	Patrick Ple-Boishardy	09/29/2010	Harold Noel	10/24/2010	Fabien Brossard	08/24/2010
Name	Execution Date								
Patrick Ple-Boishardy	09/29/2010								
Harold Noel	10/24/2010								
Fabien Brossard	08/24/2010								
RECEIVING PARTY DATA									
Name:	ELCO SNC								
Street Address:	17-19-21, rue du Faubourg St. Honore								
City:	Paris								
State/Country:	FRANCE								
Postal Code:	75008								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13395524</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13395524				
Property Type	Number								
Application Number:	13395524								
CORRESPONDENCE DATA									
Fax Number:	(631)531-1340								
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>									
Correspondent Name:	Victoria Palumbo								
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ATTORNEY DOCKET NUMBER:	09.12								
NAME OF SUBMITTER:	Victoria Palumbo								
Total Attachments: 4 source=09-12_Assignment_all-inventors#page1.tif source=09-12_Assignment_all-inventors#page2.tif source=09-12_Assignment_all-inventors#page3.tif source=09-12_Assignment_all-inventors#page4.tif									

CH \$40.00 13395524

Assignment

Whereas, we, **Patrick PLE-BOISHARDY**, 21 Boulevard Henry IV, 75004 Paris, France, **Harold NOEL**, 38 rue Saint Bon 77390 Argentières, France and **Fabien BROSSARD**, 48 rue Mathurin Régnier, 75015 Paris, France have invented a certain new and useful invention entitled “RETAIL PRODUCT DISPLAY SYSTEM WITH A DRAWER PROVIDED WITH A MOVABLE DEMONSTRATION PRODUCT LOCATOR AT ITS FRONT”, for which an European patent application No. 09290770.8 was filed on October 09, 2009 in the name of ELC MANAGEMENT LLC entitled “RETAIL PRODUCT DISPLAY SYSTEM WITH A DRAWER PROVIDED WITH A MOVABLE DEMONSTRATION PRODUCT LOCATOR AT ITS FRONT” and which describes and claims this invention and in connection with which there has also been made a new design for which an EC design was filed on October 13, 2009 under No. 001170310 and registered under No. 001170310-0001 to 001170310-0008;

NOW THEREFORE, be it known that we together and each of us individually, for and in consideration of certain good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, at the request of the assignee do sell, assign and transfer unto said assignee, **ELCO SNC**, a legal entity having a place of business at 17-19-21, rue du Faubourg St Honoré, 75008 Paris, France, its successors, legal representatives and assigns the aforesaid invention and design for filing utility patent applications for this invention and design patent applications for this design and all rights to claim priority directly or indirectly to the aforesaid applications and all continuation, divisional, continuation-in-part and reissue applications, all patent applications that claim priority directly or indirectly to the aforesaid applications, and all applications for extension filed or to be filed for the invention(s), and all Letters Patent, Invention Registrations, Utility Models, Extensions or Reissues and other patent rights, obtained for the invention(s), directly or indirectly with an international patent application, in any country of the world, notably but not limited thereto : United States of America, Canada, every Contracting States of the European Patent Convention, People's Republic of China, Republic of Korea, Japan;

each of us also assigns any right, title or interest in and to the invention(s) in any country of the world, notably but not limited thereto : United States of America, Canada, every Contracting States of the European Patent Convention, People's Republic of China, Republic of Korea, Japan, that has not already been transferred to the assignee;

each of us warrants that no assignment of the invention(s), application or patent therefor in any country of the world, notably but not limited thereto : United States of America, Canada, every Contracting States of the European Patent Convention, People's Republic of China, Republic of Korea, Japan, has been made to a party other than **ELCO SNC**;

each of us warrants that there is no obligation to make any assignment of the invention(s), application, or any patent therefor in any country of the world, notably but not limited thereto : United States of America, Canada, every Contracting States of the European Patent Convention, People's Republic of China, Republic of Korea, Japan, to any party other than **ELCO SNC**; and

each of us further agrees to cooperate with the assignee hereunder in the obtaining and sustaining of any and all such Letters Patent and in confirming assignee's exclusive ownership of the invention(s) in any country of the world, notably but not limited thereto : United States of America, Canada, every Contracting States of the European Patent Convention, People's Republic of China, Republic of Korea, Japan, but at the expense of said assignee; and

each of us further agrees to and hereby appoint the assignee to act our behalf to sign documents in our name should we fail to do so as agreed to herein.

**PATENT****REEL: 027848 FRAME: 0755**

The Commissioner For Patents in the United States of America and in Canada, the President of the European Patent Office, the Commissioner of State Intellectual Property Office of the People's Republic of China, of the Korean Patent Office, of the Japan Patent Office, as well as Commissioners of Patent Office for any other country in the world are hereby authorized and requested to issue the Letters Patent in the United States of America, in Canada, in every Contracting States of the European Patent Convention, in the People's Republic of China, in the Republic of Korea, in Japan and in any other country of the world solely in accordance with the terms of this Assignment to **ELCO SNC**, its successors, legal representatives and assigns, as the assignee of the entire right, title and interest therein.

IN WITNESS WHEREOF, the party hereto has executed this Assignment as of the date indicated hereunder.

By: 

Patrick PLE-BOISHARDY

Date: 29/5/2010

By: _____
Harold NOEL

Date:

By: _____
Fabien BROSSARD

Date:

Assignment

Whereas, we, **Patrick PLE-BOISHARDY**, 21 Boulevard Henry IV, 75004 Paris, France, **Harold NOEL**, 38 rue Saint Bon 77390 Argentières, France and **Fabien BROSSARD**, 48 rue Mathurin Régnier, 75015 Paris, France have invented a certain new and useful invention entitled “RETAIL PRODUCT DISPLAY SYSTEM WITH A DRAWER PROVIDED WITH A MOVABLE DEMONSTRATION PRODUCT LOCATOR AT ITS FRONT”, for which an European patent application No. 09290770.8 was filed on October 09, 2009 in the name of ELC MANAGEMENT LLC entitled “RETAIL PRODUCT DISPLAY SYSTEM WITH A DRAWER PROVIDED WITH A MOVABLE DEMONSTRATION PRODUCT LOCATOR AT ITS FRONT” and which describes and claims this invention and in connection with which there has also been made a new design for which an EC design was filed on October 13, 2009 under No. 001170310 and registered under No. 001170310-0001 to 001170310-0008;

NOW THEREFORE, be it known that we together and each of us individually, for and in consideration of certain good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, at the request of the assignee do sell, assign and transfer unto said assignee, **ELCO SNC**, a legal entity having a place of business at 17-19-21, rue du Faubourg St Honoré, 75008 Paris, France, its successors, legal representatives and assigns the aforesaid invention and design for filing utility patent applications for this invention and design patent applications for this design and all rights to claim priority directly or indirectly to the aforesaid applications and all continuation, divisional, continuation-in-part and reissue applications, all patent applications that claim priority directly or indirectly to the aforesaid applications, and all applications for extension filed or to be filed for the invention(s), and all Letters Patent, Invention Registrations, Utility Models, Extensions or Reissues and other patent rights, obtained for the invention(s), directly or indirectly with an international patent application, in any country of the world, notably but not limited thereto : United States of America, Canada, every Contracting States of the European Patent Convention, People's Republic of China, Republic of Korea, Japan;

each of us also assigns any right, title or interest in and to the invention(s) in any country of the world, notably but not limited thereto : United States of America, Canada, every Contracting States of the European Patent Convention, People's Republic of China, Republic of Korea, Japan, that has not already been transferred to the assignee;

each of us warrants that no assignment of the invention(s), application or patent therefor in any country of the world, notably but not limited thereto : United States of America, Canada, every Contracting States of the European Patent Convention, People's Republic of China, Republic of Korea, Japan, has been made to a party other than **ELCO SNC**;

each of us warrants that there is no obligation to make any assignment of the invention(s), application, or any patent therefor in any country of the world, notably but not limited thereto : United States of America, Canada, every Contracting States of the European Patent Convention, People's Republic of China, Republic of Korea, Japan, to any party other than **ELCO SNC**; and

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IN WITNESS WHEREOF, the party hereto has executed this Assignment as of the date indicated hereunder.

By: _____
Patrick PLE-BOISHARDY

Date:

By: _____
Harold NOEL

Date: 24/10/2010

By: _____
Fabien BROSSARD

Date: 24/08/2010