

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ELCO SNC	03/16/2012
RECEIVING PARTY DATA	
Name:	ELC Management LLC
Street Address:	767 Fifth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10153
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13395524
CORRESPONDENCE DATA	
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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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Address Line 2:	Suite 345 South
Address Line 4:	Melville, NEW YORK 11747
ATTORNEY DOCKET NUMBER:	09.12
NAME OF SUBMITTER:	Victoria Palumbo
Total Attachments: 2 source=ELNCO-SNC_to_ELC-Management#page1.tif source=ELNCO-SNC_to_ELC-Management#page2.tif	

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ASSIGNMENT

WHEREAS, **ELCO SNC**, having an office at **17-19-21, rue du Faubourg St Honoré, 7500 Paris, France**, *ASSIGNOR*, is the owner of a certain invention, which patents are entitled **RETAIL PRODUCT DISPLAY SYSTEM WITH A DRAWER PROVIDED WITH A MOVABLE DEMONSTRATION PRODUCT LOCATOR AT ITS FRONT**; European application: **09290770.8**; and

WHEREAS, **ELC Management LLC, a Delaware corporation**, having an office at **767 Fifth Avenue, New York, NY 10153**, *ASSIGNEE*, is desirous of obtaining the entire right, title and interest in, to and under the invention and the application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the *ASSIGNORS*, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the *ASSIGNEE*, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention and the application and all divisions, renewals and continuations thereof, and all Patents which may be granted thereon and all reissues and extensions thereof, together with the right to claim priority from any previously filed provisional applications describing the invention or part thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for the invention in any country or countries, together with the right to file such applications and the right to claim for the same the priority rights derived from the European application under the Patent Laws of the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for the invention in any country or countries and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the *ASSIGNEE*, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreements in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the *ASSIGNEE*, its successors, legal representatives and assigns, any facts known to us respecting the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the *ASSIGNEE*, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date MARCH 16, 2012 Frank L. Doyle
Frank L. Doyle
SVP Corporate Controller

State of: NY

County of: NY

On the 16 day of MARCH in the year **2012** before me, the undersigned, a Notary Public in and for said State, personally appeared **Frank L. Doyle** personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Signed before me on
March 16, 2012
Kathleen Longo

KATHLEEN LONGO
Notary Public, State of New York
No. 04-00000000000000000000
Qualified in Albany County
Commission Expires 12/24/13