

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Michael E. Klinkhammer</td> <td>04/13/2010</td> </tr> <tr> <td>Russell B. Wortley</td> <td>04/13/2010</td> </tr> <tr> <td>Michelle C. Dauchy</td> <td>05/06/2010</td> </tr> </tbody> </table>		Name	Execution Date	Michael E. Klinkhammer	04/13/2010	Russell B. Wortley	04/13/2010	Michelle C. Dauchy	05/06/2010
Name	Execution Date								
Michael E. Klinkhammer	04/13/2010								
Russell B. Wortley	04/13/2010								
Michelle C. Dauchy	05/06/2010								
RECEIVING PARTY DATA									
Name:	S. C. Johnson & Son, Inc.								
Street Address:	1525 Howe Street								
Internal Address:	MS 077								
City:	Racine								
State/Country:	WISCONSIN								
Postal Code:	53403								
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>12723216</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12723216				
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Application Number:	12723216								
CORRESPONDENCE DATA									
Fax Number:	2622604253								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	2622604732								
Email:	selechne@scj.com								
Correspondent Name:	S. C. Johnson & Son, Inc.								
Address Line 1:	1525 Howe Street								
Address Line 2:	MS 077								
Address Line 4:	Racine, WISCONSIN 53403								
ATTORNEY DOCKET NUMBER:	J-5284C								
NAME OF SUBMITTER:	Suzan E. Lechner								
Total Attachments: 4 source=12723216Assignment#page1.tif source=12723216Assignment#page2.tif source=12723216Assignment#page3.tif source=12723216Assignment#page4.tif									

CH \$40.00 12723216

ASSIGNMENT

WHEREAS, we, Michael E. Klinkhammer, Russell B. Wortley, and Michelle C. Dauchy, (below referred to as ASSIGNORS) residing, respectively, as set forth hereinafter, have made an invention for which application for Letters Patent of the United States was filed in the United States Patent and Trademark Office as Application Serial No. 12/723,216, filed March 12, 2010, naming the ASSIGNORS as inventors, and entitled ARRAY OF SELF-ADHERING ARTICLES AND MERCHANDISE DISPLAY SYSTEM FOR IDENTIFYING PRODUCT TYPES TO USERS; and

WHEREAS, S. C. Johnson & Son, Inc., a corporation duly organized and existing under the laws of the State of Wisconsin, United States of America and having its principal office and place of business at 1525 Howe Street, Racine, Wisconsin 53403 (below referred to as "ASSIGNEE") is desirous of obtaining the entire right, title and interest in and to the aforesaid invention and patent application corresponding patent rights worldwide;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS, by these presents do sell, assign and transfer to ASSIGNEE, the full and exclusive right, title and interest in and to the aforesaid invention, the aforesaid U.S. and all corresponding foreign patent applications, all divisional, continuation, continuation-in-part, reissue and reexamination applications of the aforesaid U.S. application, and all Letters Patent or comparable rights issuing thereon in the United States and in all foreign countries together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and the ASSIGNORS hereby authorize and request the U.S. Commissioner of Patent and Trademarks and all foreign Patent offices to issue all Letters Patent or comparable rights issuing on any application as aforesaid to ASSIGNEE, or to its successors, assigns or legal representatives;

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

ASSIGNORS agree to communicate to ASSIGNEE or to its successors, assigns or legal representatives any and all facts known to them or any of them respecting said invention, and without further remuneration to testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and reexamination applications, make all rightful oaths and generally do all lawful acts to aid ASSIGNEE or its successors, assigns or legal representatives to obtain and enforce proper patent protection for said invention in all countries and to enhance or perfect ASSIGNEE's title in and to the invention and patent rights therein.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 13th day
(Day)
of April, 2010.
(Month)

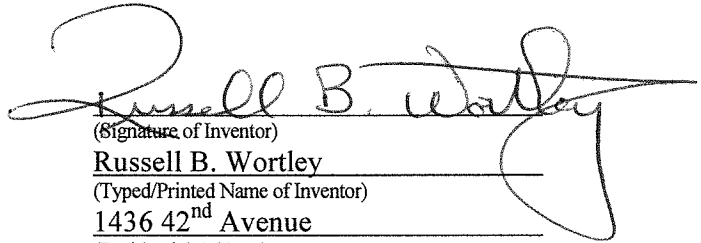
Michael E. Klinkhammer
(Signature of Inventor)
Michael E. Klinkhammer
(Typed/Printed Name of Inventor)
312 Augusta Street
(Residential Address)
Racine, WI 53402
(City, State, Zip)

State of Wisconsin)
County of Racine)

On this 13th day of April, 2010, before me, a Notary Public in
(Day) (Month)
and for the State and County aforesaid, personally appeared the above signatory, known to me
to be the person of that name, who executed the aforesaid instrument in my presence.

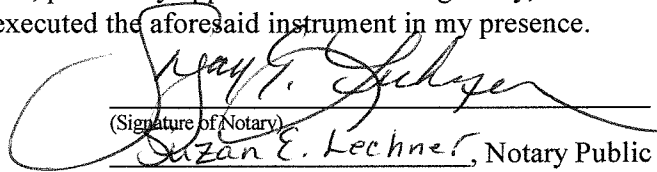
Suzanne Lechner
(Signature of Notary)
Suzanne Lechner, Notary Public
(Print Name of Notary)
My commission expires: July 28, 2013.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 13 day
(Day)
of April, 2010.
(Month)


(Signature of Inventor)
Russell B. Wortley
(Typed/Printed Name of Inventor)
1436 42nd Avenue
(Residential Address)
Kenosha, WI 53144
(City, State, Zip)

State of Wisconsin)
County of Racine)

On this 13th day of April, 2010, before me, a Notary Public in
(Day) (Month)
and for the State and County aforesaid, personally appeared the above signatory, known to me
to be the person of that name, who executed the aforesaid instrument in my presence.


(Signature of Notary)
Susan E. Lechner, Notary Public
(Print Name of Notary)
My commission expires: July 28, 2013.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 6 day
(Day)
of May, 2010.
(Month)

Michelle C. Dauchy
(Signature of Inventor)
Michelle C. Dauchy
(Typed/Printed Name of Inventor)
5223 Willowview Road
(Residential Address)
Racine, WI 53402
(City, State, Zip)

State of Wisconsin)
County of Racine)

On this 6 day of May, 2010, before me, a Notary Public in
(Day) (Month)
and for the State and County aforesaid, personally appeared the above signatory, known to me
to be the person of that name, who executed the aforesaid instrument in my presence.

Karie L. Kirchenberg
(Signature of Notary)
Karie L. Kirchenberg, Notary Public
(Print Name of Notary)
My commission expires: February 24, 2013