

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Blake E. Daily	11/01/2012
RECEIVING PARTY DATA	
Name:	Chicago Display Company d/b/a Chicago Display Marketing Corporation
Street Address:	2021 West St.
City:	River Grove
State/Country:	ILLINOIS
Postal Code:	60171
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29427633
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 4:	Racine, WISCONSIN 53403
ATTORNEY DOCKET NUMBER:	CDM-80
NAME OF SUBMITTER:	John E. Munger
Total Attachments: 2 source=assignment#page1.tif source=assignment#page2.tif	

CH \$40.00 29427633

**Assignment of Rights in Invention  
(Sole inventor; single assignee)**

**Docket No.  
CDM-80**

**Inventor**

**Blake E. Dally**

**Residence of Inventor**

**2449 W. Cortez  
Chicago, IL 60622**

**Assignee**

**Chicago Display Company d/b/a Chicago Display  
Marketing Corporation**

**Residence or Principal Place of Business of Assignee**

**2021 West St.  
River Grove, IL 60171**

*Whereas, I, the above-identified Inventor, have invented certain new and useful improvements in:  
Gravity-Fed Presentation Shelf (U.S. Serial No. 29/427,633, filed 7/20/2012)*

*(hereinafter referred to as "Invention") for which I am making application for Letters Patent in the United States of America;*

*And, whereas I desire to assign a 100% undivided interest in said Invention, said application disclosing the Invention and any Letters Patent which may be granted therefor to the above-identified Assignee, and whereas said Assignee is desirous of acquiring the entire right, title and interest in the same;*

*Now, this Indenture witnesseth, that for the sum of **One** dollars (\$  
**1.00** ), and other good and valuable consideration, the receipt whereof is hereby acknowledged;*

*I hereby assign, sell and transfer a 100% undivided interest in said invention, said application, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted for said Invention, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to me with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;*

*And I hereby authorize and request the Director of the United States Patent and Trademark Office to issue said United States Letters Patent to said Assignee, as assignee of the whole right, title and interest thereto;*

*And I further agree to execute all necessary and lawful future documents, including assignments in favor of Assignee, or its designees as Assignee or its Assignees may from time-to-time present to me in order to perfect title in said Invention, modifications, and improvements in said Invention, applications and Letters Patent of the United States and countries foreign thereto;*

*And I further agree to have Assignee insert the filing date and serial number of the application;*

**Assignment of Rights in Invention  
(Sole inventor; single assignee)**

**Docket No.  
CDM-80**

**Inventor**

**Residence of Inventor**

Blake E. Daily

2449 W. Cortez  
Chicago, IL 60622

**Assignee**

**Residence or Principal Place of Business of Assignee**

Chicago Display Company d/b/a Chicago Display  
Marketing Corporation

2021 West St.  
River Grove, IL 60171

*And I further agree to sign and properly execute such necessary and lawful papers for application for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid invention, as the Assignee thereof shall hereafter require and prepare at its own expense.*

Executed this 1 day of November, in the year 2012

at

State of Illinois

County of Cook

Before me personally appeared Blake E. Daily  
who acknowledged the foregoing instrument to be a free act and deed and also represented that he or she is authorized to  
execute the same this day of , in the year

Blake Daily  
(Signature of inventor)

\_\_\_\_\_  
(Notary Public)