

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
David M. STRAVITZ	01/14/2013
RECEIVING PARTY DATA	
Name:	BLOCK AND COMPANY, INC.
Street Address:	1111 S. Wheeling Road
City:	Wheeling
State/Country:	ILLINOIS
Postal Code:	60090-5795
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29414975
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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ATTORNEY DOCKET NUMBER:	12059/LH
NAME OF SUBMITTER:	Sharon Portnoy
Total Attachments: 1 source=12059_assign#page1.tif	

OP \$40.00 29414975

ASSIGNMENT

In consideration of value received, I, having a post office address as stated below next to my name, the sole inventor (if only one name is listed below) or a joint inventor (if plural names are listed below) of an invention described in an application for United States patent entitled:

LITERATURE RACK

sell and assign to BLOCK AND COMPANY, INC.

a corporation of Illinois

having a business address at 1111 S. Wheeling Road, Wheeling, Illinois 60090-5795

its successors, assigns or nominees, hereinafter referred to as "Assignee", my entire right, title and interest in and to said invention as disclosed, shown and described in said application for United States patent executed concurrently herewith and/or identified below;

and in and to all applications for patent and patents for said invention, in all countries of the world, including all divisions, reissues, continuations, substitutions and extensions thereof and all rights arising under or pursuant to any and all international agreements, treaties or laws relating to the protection of industrial property, including rights of priority, resulting from the filing of any of said applications; and I authorize and request any official whose duty it is to issue patents, to issue any patent on said invention or resulting therefrom to said Assignee, and I agree that on request and without further consideration, but at the expense of said Assignee, I will communicate to said Assignee or its representatives all facts known to me respecting said invention and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue, or other applications, make all rightful oaths and declarations, and generally do everything possible to aid said Assignee to obtain and enforce proper patent protection for said invention in all countries.

I hereby grant to any attorney member of the following law firm the power to insert on this Assignment the Application Number and filing date of said application when known.

APPLICATION NO.: 29/414,975

FILING DATE: March 6, 2012

Holtz, Holtz, Goodman & Chick PC
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Sign:	Date:	Post Office Address: 16 Park Avenue- Suite 14A New York, N.Y. 10016 U.S.A
Type: David M. Stravitz	Witness:	