

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Joseph M. DeMarco</td> <td>11/13/2009</td> </tr> <tr> <td>Joseph J. Berghammer</td> <td>11/13/2009</td> </tr> <tr> <td>Jonathan Pieter van Es</td> <td>11/13/2009</td> </tr> </tbody> </table>		Name	Execution Date	Joseph M. DeMarco	11/13/2009	Joseph J. Berghammer	11/13/2009	Jonathan Pieter van Es	11/13/2009				
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>Allstate Insurance Company</td> </tr> <tr> <td>Street Address:</td> <td>2775 Sanders Road</td> </tr> <tr> <td>Internal Address:</td> <td>Suite A2</td> </tr> <tr> <td>City:</td> <td>Northbrook</td> </tr> <tr> <td>State/Country:</td> <td>ILLINOIS</td> </tr> <tr> <td>Postal Code:</td> <td>60062</td> </tr> </table>		Name:	Allstate Insurance Company	Street Address:	2775 Sanders Road	Internal Address:	Suite A2	City:	Northbrook	State/Country:	ILLINOIS	Postal Code:	60062
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
<p>Fax Number: 3124635001 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 312-463-5000 Email: lgarcia@bannerwitcoff.com, BWPTOPAT@bannerwitcoff.com</p> <p>Correspondent Name: Banner & Witcoff, Ltd. Address Line 1: 10 South Wacker Drive Address Line 2: Suite 3000 Address Line 4: Chicago, ILLINOIS 60606</p>													
ATTORNEY DOCKET NUMBER:	006591.00477												
NAME OF SUBMITTER:	Matthew J. May												
Signature:	/Matthew J. May/												

PATENT

Date:

06/05/2013

Total Attachments: 4

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ASSIGNMENT

WHEREAS, I/we **Joseph M. DeMarco, Joseph J. Berghammer and Jonathan Pieter van Es** (ASSIGNORS), am/are the inventors of certain inventions and improvements described in a U.S. patent application and having the title

SPORTS EVENT ADVERTISING DISPLAY SYSTEM

which application was

filed on November 13, 2009 and assigned Application No. 12/618,392; and

WHEREAS,

Allstate Insurance Company
2775 Sanders Road
Suite A2
Northbrook, IL 60062

(ASSIGNEE) desires to acquire the entire right, title and interest in and to the said application, inventions and improvements and any patents that may be granted on or as a result thereof in the United States of America (U.S.) and in any and all foreign countries;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged,

I hereby assign, to the above named ASSIGNEE, its successors, assigns and legal representatives (NOMINEES) the entire right, title and interest that I maintain in and to said application, inventions and improvements throughout the world and to any and all patents, petty patents and utility model patents which may be granted therefor, and all continuations, continuations-in-part, divisions, reissues, extensions, renewals, and any non-provisional based on a provisional thereof (LETTERS PATENT).

And I covenant that I have full right to convey the interest herein assigned, and that I have not executed and will not execute any agreement or do anything in conflict herewith;

And I further covenant and agree that I will without undue delay execute without further consideration all such papers as may be necessary to perfect the title to said application, inventions and improvements, and LETTERS PATENT in the ASSIGNEE or its NOMINEES, and I agree to communicate to said ASSIGNEE or its NOMINEES all known facts respecting said application, inventions, improvements, and LETTERS PATENT, to testify in any legal proceedings, to sign all lawful papers, and generally to do all things necessary to aid ASSIGNEE or its NOMINEES to obtain and enforce for their own benefit patent protection for said application, inventions and improvements in any and all countries, all at the expense, however, of the ASSIGNEE or its NOMINEES;

And I authorize the ASSIGNEE or its NOMINEES to file in my name or their own, as appropriate, application for LETTERS PATENT in any and all countries of the world, and I authorize and request the Commissioner of Patents and Trademarks of the United States, and any proper official of any country, to issue to said ASSIGNEE or its NOMINEES any and all LETTERS PATENT for said

application, inventions and improvements, for their sole use, to the full end of the term for which such LETTERS PATENT may be granted;

And I hereby grant the attorneys at the law firm of Banner & Witcoff the power to insert into this document information sufficient to further identify the patent application to which this assignment pertains, including the filing date and assigned Application No.

11/13/09
Date:

[Signature]
Joseph M. DeMarco

State of Illinois)
County of LAKE) ss:

This 13th day of November 2009, before me personally came the above-named, Joseph M. DeMarco, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.



[Signature]
Notary Public

My Commission Expires: 5/15/2013

Date:

Joseph J. Berghammer

State of Illinois)
County of COOK) ss:

This _____ day of _____ 2009, before me personally came the above-named, Joseph J. Berghammer, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.

Notary Public

My Commission Expires: _____

LAW OFFICES
BANNER & WITCOFF, LTD.
10 South Wacker Drive
Chicago, IL. 60606-7407
312-463-5000

application, inventions and improvements, for their sole use, to the full end of the term for which such LETTERS PATENT may be granted;

And I hereby grant the attorneys at the law firm of Banner & Witcoff the power to insert into this document information sufficient to further identify the patent application to which this assignment pertains, including the filing date and assigned Application No.

Date:

Joseph M. DeMarco

State of Illinois)
) ss:
County of LAKE)

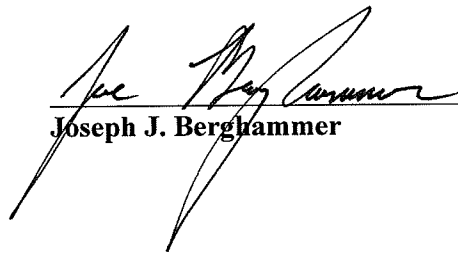
This _____ day of _____ 2009, before me personally came the above-named, Joseph M. DeMarco, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.

Notary Public

My Commission Expires: _____

11-13-09

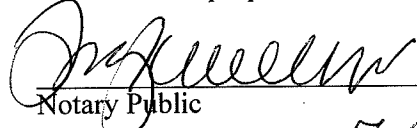
Date:



Joseph J. Berghammer

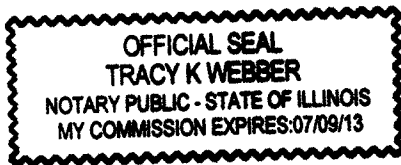
State of Illinois)
) ss:
County of COOK)

This 13th day of November 2009, before me personally came the above-named, Joseph J. Berghammer, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.



Notary Public

My Commission Expires: 7-9-13



LAW OFFICES
BANNER & WITCOFF, LTD.
10 South Wacker Drive
Chicago, IL. 60606-7407
312-463-5000

11/13/09
Date:

Jonathan Pieter van Es
Jonathan Pieter van Es

State of Illinois)
County of COOK) ss:

This 18th day of November 2009, before me personally came the above-named, Jonathan Pieter van Es, to me personally known as the individual who executed the foregoing assignment, who acknowledged to me that he executed the same of his own free will for the purposes herein set forth.



Kathy G. Kessler
Notary Public
My Commission Expires: 8/8/2013

LAW OFFICES
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10 South Wacker Drive
Chicago, IL. 60606-7407
312-463-5000