

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2575709

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY AGREEMENT
CONVEYING PARTY DATA	
Name	Execution Date
DHP MEDIA AB	09/25/2013
RECEIVING PARTY DATA	
Name:	NOVUS PARTNERS, LLC
Street Address:	4445 LAKE FOREST DRIVE
Internal Address:	SUITE 600
City:	CINCINNATI
State/Country:	OHIO
Postal Code:	45242
PROPERTY NUMBERS Total: 9	
Property Type	Number
Patent Number:	6424988
Patent Number:	6430603
Patent Number:	6430605
Patent Number:	7088335
Patent Number:	7895088
Patent Number:	7098869
Patent Number:	7098870
Patent Number:	7015875
Patent Number:	7088352
CORRESPONDENCE DATA	
Fax Number:	
Phone:	(412) 741-8400
Email:	uspto@ferencelaw.com
Correspondence will be sent via US Mail when the email attempt is unsuccessful.	

OP \$360.00 6424988

Correspondent Name: JOHN W GOLDSCHMIDT, JR
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Address Line 4: PITTSBURGH, PENNSYLVANIA 15143

ATTORNEY DOCKET NUMBER: 306.006

NAME OF SUBMITTER: JOHN W. GOLDSCHMIDT, JR.

Signature: /John W. Goldschmidt, Jr./

Date: 10/11/2013

Total Attachments: 3

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ASSIGNMENT AND SECURITY INTEREST

Whereas, Novus Partners, LLC (“Assignor”), an Ohio limited liability company owns all rights, title, and interests in and to the following United States patents:

U.S. Patent No. 6,424,988 entitled System Permitting the Display of Video or Still Image Content on Selected Displays of an Electronic Display Network According to Customer Dictates;

U.S. Patent No. 6,430,603 entitled System for Direct Placement of Commercial Advertising, Public Service Announcements and Other Content on Electronic Billboard Displays;

U.S. Patent No. 6,430,605 entitled System Permitting Retail Stores to Place Advertisements on Roadside Electronic Billboard Displays that Tie into Point of Purchase Displays at Stores;

U.S. Patent No. 7,088,335 entitled Methods and Apparatus for Ultra-Violet Simulated Displays;

U.S. Patent No. 7,895,088 entitled System Permitting the Display of Video or Still Image Content on Selected Displays of an Electronic Display Network According to Customer Dictates;

U.S. Patent No. 7,098,869 entitled Business Method for Billboard Advertising;

U.S. Patent No. 7,098,870 entitled Advertising Method for Dynamic Billboards

U.S. Patent No. 7,015,875 entitled Dynamic Device for Billboard Advertising; and

U.S. Patent No. 7,088,352 entitled Dynamic Device and Method for Dispensing Machines

(together as “Patents”);

Whereas, DHP Media AB, a Swedish private limited company, (the “Assignee”), is desirous of acquiring the entire right, title and interest in and to the Patents as well as the rights to sue and recover damages for past, present, and future infringement of the Patents; and

WHEREAS, Assignor and Assignee have entered into certain agreements including but not limited to the Asset Purchase Agreement and the Patent Agreement (together, the "Agreements"), the terms of which are hereby incorporated by reference;

WHEREAS, in connection with the terms of these Agreements, Assignee desires to convey to Assignor a security interest in these Patents to secure the performance of certain Obligations owed to Assignor by Assignee;

WHEREAS, Assignor desires to accept and hold this security interest until such time as the Assignee's Obligations are satisfied;

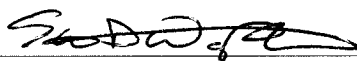
NOW, THEREFORE, in consideration of the premises contained in the Agreements and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor and Assignee agree as follows:

The Assignor, by these presents does hereby sell, assign and transfer unto said Assignee the full and exclusive rights to the Patents in the United States including, but not limited to, the rights to file suit and recover damages for past, present and future infringement of the Patents.

The Assignee does hereby grant a security interest in and to the Patents in favor of the Assignor, to be governed by the terms of the Agreements.

ASSIGNOR:

NOVUS PARTNERS LLC

By: 
Scott D. Wampler, Manager

ASSIGNEE:

DHP Media AB

By: _____
Name:
Title:

WHEREAS, Assignor and Assignee have entered into certain agreements including but not limited to the Asset Purchase Agreement and the Patent Agreement (together, the "Agreements"), the terms of which are hereby incorporated by reference;

WHEREAS, in connection with the terms of these Agreements, Assignee desires to convey to Assignor a security interest in these Patents to secure the performance of certain Obligations owed to Assignor by Assignee;

WHEREAS, Assignor desires to accept and hold this security interest until such time as the Assignee's Obligations are satisfied;

NOW, THEREFORE, in consideration of the premises contained in the Agreements and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor and Assignee agree as follows:

The Assignor, by these presents does hereby sell, assign and transfer unto said Assignee the full and exclusive rights to the Patents in the United States including, but not limited to, the rights to file suit and recover damages for past, present and future infringement of the Patents.

The Assignee does hereby grant a security interest in and to the Patents in favor of the Assignor, to be governed by the terms of the Agreements.

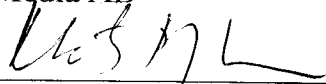
ASSIGNOR:

NOVUS PARTNERS LLC

By: _____
Scott D. Wampler, Manager

ASSIGNEE:

DHP Media AB

By:  _____
Name: MATS HYUN
Title: CEO