

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2587104

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CRAIG M. SINCLAIR	10/22/2013
RECEIVING PARTY DATA	
Name:	THE SINCLAIR GROUP, INC.
Street Address:	140 SOUTH SUFFOLK LANE
City:	LAKE FOREST
State/Country:	ILLINOIS
Postal Code:	60045
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13294282
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	32214/47543
NAME OF SUBMITTER:	KYLE A. BECKEMEYER
Signature:	/Kyle A. Beckemeyer/
Date:	10/22/2013
Total Attachments: 3 source=Assignment 47543#page1.tif source=Assignment 47543#page2.tif source=Assignment 47543#page3.tif	

OP \$40.00 13294282

ASSIGNMENT

Serial No: 13/294,282

Filed: November 11, 2011

Title: Electronic Retail Shelf Pricing and Promotional Display Modular System

For good and valuable consideration, the receipt and sufficiency of which are hereby agreed, each of the undersigned hereby assigns to THE SINCLAIR GROUP, INC., 140 South Suffolk Lane, Lake Forest, Illinois 60045 and its successors and assigns ("Assignee") the entire right, title and interest in and to the inventions of such undersigned disclosed in the application listed above, and in any and all other applications anywhere in the world which the undersigned may file and/or be named as an inventor of, solely or jointly, on said inventions, in any and all patents which may be obtained on any of said applications and in any and all reissues, reexaminations, supplemental examinations, inter partes reviews, oppositions, post-grant reviews, supplementary protection certificates and/or extensions thereof, including without limitation, the right to bring suit and to claim and retain all damages and/or seek other remedies for the past, present and future infringement of any of the foregoing, the right of priority, including without limitation to claim priority benefit of or to said patent applications, and request the Commissioner for Patents in the United States and similar authorities outside the United States to issue said patents to and in the name of the Assignee.

Each of the undersigned authorizes the attorneys of record in the application listed above to insert in this assignment the filing date and application number of the application listed above when officially known.

Each of the undersigned states that the application listed above is or was made or authorized to be made by him or her. Each of the undersigned believes himself or herself to be the original inventor or a joint inventor with another undersigned of a claimed invention in the application listed above. Each of the undersigned acknowledges that any willful false statement made by him or her in this paragraph is punishable under 18 U.S.C. §1001 by fine or imprisonment of not more than five years, or both.

Except in favor of Assignee, each of the undersigned warrants that: (i) he or she is the owner of all its rights, titles and interests herein assigned and has the right to make this unconditional and irrevocable assignment to Assignee without obtaining any approval or permission of a third party; and (ii) there are no outstanding encumbrances, liens, prior assignments, licenses, or other obligations or restrictions on the rights, titles and interests herein assigned.

Upon the request of Assignee and at no expense to the undersigned, each of the undersigned hereby agrees to execute any and all applications on said inventions, including without limitation for the reissue, reexamination, supplementary protection certificate or extension thereof and any oath, declaration or affidavit relating thereto that said Assignee may deem necessary or expedient, and to cooperate to the best of the ability of the undersigned with and perform any and all affirmative acts requested by Assignee to prepare, file, prosecute, maintain, defend, enforce and vest in Assignee the rights, titles and interests assigned herein, including without

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MARSHALL, GERSTEIN & BORUN LLP, 233 S. Wacker Drive, 6300 Willis Tower, Chicago, Illinois 60606-6357

limitation, preparing and executing statements and giving and producing evidence in support thereof, whereby said rights, titles and interests will be held and enjoyed by said Assignee to the full end of the term for which said patents may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment had not been made.

On behalf of Assignee,

CRAIG M. SINCLAIR
Name

PRESIDENT & CEO, THE SINCLAIR GROUP, INC
Title

hereby confirms Assignee's acceptance of all rights, privileges, titles and interests conveyed by this assignment.

Craig M. Sinclair
Signature

10/22/13
Date

WITNESS my hand this

22nd day of October, 2013.

State of ILLINOIS
County of WAKE

Craig M. Sinclair
Craig M. Sinclair

On this 22nd day of October, 2013, before me, a
Notary Public in and for the County and State aforesaid, appeared Craig M. Sinclair known to me personally
or proved to me on the basis of satisfactory evidence to be the same person/persons whose name is/are
subscribed to the foregoing instrument and acknowledged that he/she/they executed said instrument as
his/her/their free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

10/08/15

David R. Lee
Notary Public

