

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2809568

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MICHAEL VOGLER	04/09/2014
JOEL POLLOCK	04/10/2014
RECEIVING PARTY DATA	
Name:	MARKETING IMPACT LIMITED
Street Address:	50 PLANCHET ROAD
City:	CONCORD, ONTARIO
State/Country:	CANADA
Postal Code:	L4K 2C7
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14249744
CORRESPONDENCE DATA	
Fax Number:	(212)808-0844
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
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Correspondent Name:	NORRIS MCLAUGHLIN & MARCUS, P.A.
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Address Line 4:	NEW YORK, NEW YORK 10022
ATTORNEY DOCKET NUMBER:	101001-10
NAME OF SUBMITTER:	BRIAN C. ANSCOMB
SIGNATURE:	/Brian C. Anscomb/
DATE SIGNED:	04/10/2014
This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 2	
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source=Assignmentexecuted#page2.tif	

COMBINATION DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76) AND ASSIGNMENT

Title of Invention	ADJUSTABLE DEPTH MERCHANDISING CROSSBAR SYSTEMS AND METHODS FOR DIVIDING, PUSHING AND/OR DISPENSING ONE OR MORE RETAIL PRODUCTS
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As the below named inventor, I hereby declare that:

This declaration is directed to: ☒ The above-identified application, or

☐ United States application _____, filed on _____ or

☐ PCT application number _____, filed on _____

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

I hereby state that I have reviewed and understand the contents of the above-identified application, including the claims, as amended by any amendment specifically referred to above,

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including further continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application

In consideration of One Dollar (\$1.00) in hand paid and other good and valuable considerations, the receipt of which is hereby acknowledged, I hereby assign and transfer to **Marketing Impact Limited**, whose address is **50 Planchet Road, Concord, Ontario, L4K 2C7, Canada**, a **Canadian** Corporation (hereinafter named "Assignee"), its successors, legal representatives and assigns, the entire right, title and interest in and to said invention for Letters Patent of the United States, filed as said application and to the entire right, title and interest in any and all inventions, whether joint or sole, disclosed in said application for Letters Patent, and in any and all divisional or continuation or renewal applications that may be filed for United States Letters Patent for any and all of said inventions, and in and to any and all patents that may be granted on the foregoing applications and any reissue or extension thereof.

I hereby authorize and request the Commissioner of Patents to issue any and all of said Letters Patent to said Assignee.

For said consideration, I hereby agree upon the request of said Assignee, its successors, legal representatives or assigns, to execute any and all United States divisional, continuation and renewal applications for said invention, and any and all necessary oaths, supplemental oaths or declarations or supplemental declarations or affidavits relating thereto, and any application for the reissue or extension of any United States Letters Patent that may be granted upon said application that said Assignee, its successors, legal representatives or assigns may deem necessary or expedient.

For the said consideration, I further agree upon the request of said Assignee, its successors, legal representatives or assigns, in the event of said application or any division thereof, or Letters Patent issued thereon or any reissue or application for the reissue thereof, becoming involved in interference, to cooperate to the best of my ability with said Assignee, its successors, legal representatives or assigns in the matters of preparing and executing the Preliminary Statement and giving and producing evidence in support thereof, I hereby agree to perform upon such request, any and all affirmative acts necessary to obtain said Letters Patent and vest all rights therein hereby conveyed in said Assignee, its successors, legal representatives or assigns as fully and entirely as the same would have been held and enjoyed if this assignment and sale had not been made.

I hereby bind myself, my heirs, legal representatives, administrators, and assign properly to execute without further consideration, any and all applications, petitions, oaths, assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment and transfer hereby made, or intended or agreed to be made.

And for said considerations, I hereby assign to said Assignee, its successors, legal representatives and assigns, the entire right, title and interest in said invention or improvement for any and all foreign countries and agree upon the request of said Assignee, its successors, legal representatives or assigns to execute any and all documents that shall be required to be executed in connection with any and all applications for foreign Letters Patent therefor, including the prosecution thereof, and to execute any and all documents necessary to invest title in said foreign applications and patents in said Assignee, its successors, legal representatives or assigns.

LEGAL NAME OF INVENTOR

Inventor: Michael Vogler

Date: April 9/2014

Signature: [Signature]

Note: An application data sheet (PTO/AIA/14 or equivalent), including naming the entire inventive entity, must accompany this form. Use an additional PTO/SB/AIA01 form for each additional inventor.

COMBINATION DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76) AND ASSIGNMENT

Title of Invention **ADJUSTABLE DEPTH MERCHANDISING CROSSBAR SYSTEMS AND METHODS FOR DIVIDING, PUSHING AND/OR DISPENSING ONE OR MORE RETAIL PRODUCTS**

As the below named inventor, I hereby declare that:

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☐ United States application _____, filed on _____ or

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I hereby authorize and request the Commissioner of Patents to issue any and all of said Letters Patent to said Assignee.

For said consideration, I hereby agree upon the request of said Assignee, its successors, legal representatives or assigns, to execute any and all United States divisional, continuation and renewal applications for said invention, and any and all necessary oaths, supplemental oaths or declarations or supplemental declarations or affidavits relating thereto, and any application for the reissue or extension of any United States Letters Patent that may be granted upon said application that said Assignee, its successors, legal representatives or assigns may deem necessary or expedient.

For the said consideration, I further agree upon the request of said Assignee, its successors, legal representatives or assigns, in the event of said application or any division thereof, or Letters Patent issued thereon or any reissue or application for the reissue thereof, becoming involved in interference, to cooperate to the best of my ability with said Assignee, its successors, legal representatives or assigns in the matters of preparing and executing the Preliminary Statement and giving and producing evidence in support thereof, I hereby agree to perform upon such request, any and all affirmative acts necessary to obtain said Letters Patent and vest all rights therein hereby conveyed in said Assignee, its successors, legal representatives or assigns as fully and entirely as the same would have been held and enjoyed if this assignment and sale had not been made.

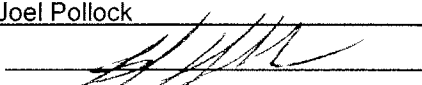
I hereby bind myself, my heirs, legal representatives, administrators, and assign properly to execute without further consideration, any and all applications, petitions, oaths, assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment and transfer hereby made, or intended or agreed to be made.

And for said considerations, I hereby assign to said Assignee, its successors, legal representatives and assigns, the entire right, title and interest in said invention or improvement for any and all foreign countries and agree upon the request of said Assignee, its successors, legal representatives or assigns to execute any and all documents that shall be required to be executed in connection with any and all applications for foreign Letters Patent therefor, including the prosecution thereof, and to execute any and all documents necessary to invest title in said foreign applications and patents in said Assignee, its successors, legal representatives or assigns.

LEGAL NAME OF INVENTOR

Inventor: Joel Pollock

Date: APRIL 10/14

Signature: 

Note: An application data sheet (PTO/AIA/14 or equivalent), including naming the entire inventive entity, must accompany this form. Use an additional PTO/SB/AIA01 form for each additional inventor.