

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT2938369

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
STEVEN M. MENZIES	07/10/2014
NATHAN FRANKLIN WELLS	07/08/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	APPLIED UNDERWRITERS, INC.
<b>Street Address:</b>	10805 OLD MILL ROAD
<b>City:</b>	OMAHA
<b>State/Country:</b>	NEBRASKA
<b>Postal Code:</b>	68154
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29495591
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(203)724-2660
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	203 975 7678
<b>Email:</b>	assistant@marketsandpatents.com
<b>Correspondent Name:</b>	MARK NOWOTARSKI
<b>Address Line 1:</b>	30 OLD KINGS HIGHWAY SOUTH
<b>Address Line 4:</b>	DARIEN, CONNECTICUT 06820
<b>ATTORNEY DOCKET NUMBER:</b>	AU140325D
<b>NAME OF SUBMITTER:</b>	7/15/2014
<b>SIGNATURE:</b>	/Mark Nowotarski/
<b>DATE SIGNED:</b>	07/15/2014
<b>Total Attachments: 2</b>	
source=US_Assignment_Menzies_AU140325D#page1.tif	
source=US_Assignment_Wells_AU140325D#page1.tif	

## ASSIGNMENT OF PATENT APPLICATION

### FOR GOOD AND VALUABLE CONSIDERATION,

We, the undersigned (each) have agreed and hereby agree to assign for good and valuable consideration, receipt of which is hereby expressly acknowledged, and do hereby sell, assign and transfer unto

Applied Underwriters, Inc.

a corporation organized under the laws of the state of Nebraska as Assignee, and its successors, assigns and legal representatives, the entire right, title and interest, for all countries in and to certain inventions relating to

### Promotional Display

described in an application for Letters Patent of the United States, identified as Attorney Docket No. AU140325D, at Markets, Patents & Alliances LLC, 30 Old Kings Highway South, Darien, CT 06820 and filed on 7/2/2014, as Application Serial No. 29495591, and the invention(s) and improvement(s) set forth therein, and any and all continuations, continuations-in-part, divisionals, and renewals of and substitutes for said application for said Letters Patent, and all the rights and privileges under any and all Letters Patent that may be granted therefor in any country, and any reissues, or reexaminations, or extensions of said Letters Patent. We request that any and all Letters Patent for said inventions be issued to said Assignee, its successors, assigns and legal representatives, or to such nominees as it may designate.

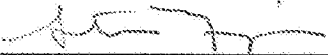
We agree that, when requested, we will, without charge to said Assignee but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing and maintaining patents for said inventions in any and all countries and for vesting title thereto in said Assignee, its successors, assigns and legal representatives or nominees.

We authorize and empower the said Assignee, its successors, assigns and legal representatives or nominees, to invoke and claim for any application for patent or other form of protection for said inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from us.

We hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document which may be required in any country for any purpose and more particularly in proof of the right of the said Assignee or nominee to claim the aforesaid benefit of the right of priority provided by the International convention which may henceforth be substituted for it.

We covenant with said Assignee, its successors, assigns and legal representatives, that the rights and property herein conveyed are free and clear of any encumbrance, and that we have full right to convey the same as herein expressed.

IN WITNESS WHEREOF, we have hereunto signed our names on the day and year set forth below.

  
\_\_\_\_\_  
Inventor's Signature

7/10/14  
\_\_\_\_\_  
DATE

Steven M. Menzies  
\_\_\_\_\_  
Inventor's Printed Name

\_\_\_\_\_  
Inventor's Signature

\_\_\_\_\_  
DATE

Nathan Franklin Wells  
\_\_\_\_\_  
Inventor's Printed Name

## ASSIGNMENT OF PATENT APPLICATION

FOR GOOD AND VALUABLE CONSIDERATION,

We, the undersigned (each) have agreed and hereby agree to assign for good and valuable consideration, receipt of which is hereby expressly acknowledged, and do hereby sell, assign and transfer unto

Applied Underwriters, Inc.

a corporation organized under the laws of the state of Nebraska as Assignee, and its successors, assigns and legal representatives, the entire right, title and interest, for all countries in and to certain inventions relating to

Promotional Display

described in an application for Letters Patent of the United States, identified as Attorney Docket No. AU140325D, at Markets, Patents & Alliances LLC, 30 Old Kings Highway South, Darien, CT 06820 and filed on 7/2/2014, as Application Serial No. 29495591, and the invention(s) and improvement(s) set forth therein, and any and all continuations, continuations-in-part, divisionals, and renewals of and substitutes for said application for said Letters Patent, and all the rights and privileges under any and all Letters Patent that may be granted therefor in any country, and any reissues, or reexaminations, or extensions of said Letters Patent. We request that any and all Letters Patent for said inventions be issued to said Assignee, its successors, assigns and legal representatives, or to such nominees as it may designate.

We agree that, when requested, we will, without charge to said Assignee but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing and maintaining patents for said inventions in any and all countries and for vesting title thereto in said Assignee, its successors, assigns and legal representatives or nominees.

We authorize and empower the said Assignee, its successors, assigns and legal representatives or nominees, to invoke and claim for any application for patent or other form of protection for said inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from us.

We hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document which may be required in any country for any purpose and more particularly in proof of the right of the said Assignee or nominee to claim the aforesaid benefit of the right of priority provided by the International convention which may henceforth be substituted for it.

We covenant with said Assignee, its successors, assigns and legal representatives, that the rights and property herein conveyed are free and clear of any encumbrance, and that we have full right to convey the same as herein expressed.

IN WITNESS WHEREOF, we have hereunto signed our names on the day and year set forth below.

\_\_\_\_\_  
Inventor's Signature

\_\_\_\_\_  
DATE

Steven M. Menzies

\_\_\_\_\_  
Inventor's Printed Name

Nathan Franklin Wells  
\_\_\_\_\_  
Inventor's Signature

July 8<sup>th</sup>, 2014  
\_\_\_\_\_  
DATE

Nathan Franklin Wells

\_\_\_\_\_  
Inventor's Printed Name