

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT3009794

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
DAVID HUNTER	09/04/2014
ELI MILLER	09/04/2014
CHRIS BECK	09/04/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	DUNLOP SPORTS COMPANY LIMITED
<b>Street Address:</b>	6-9, 3-CHOME, WAKINOHAMA-CHO, CHUO-KU
<b>City:</b>	KOBE
<b>State/Country:</b>	JAPAN
<b>Postal Code:</b>	651-0072
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14477697
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>	949-855-1246
<b>Email:</b>	cfleischer@stetinalaw.com
<b>Correspondent Name:</b>	MARK B. GARRED
<b>Address Line 1:</b>	75 ENTERPRISE, SUITE 250
<b>Address Line 4:</b>	ALISO VIEJO, CALIFORNIA 92656
<b>ATTORNEY DOCKET NUMBER:</b>	CLEVE-009A
<b>NAME OF SUBMITTER:</b>	MARK B. GARRED
<b>SIGNATURE:</b>	/mbg/
<b>DATE SIGNED:</b>	09/04/2014
<b>Total Attachments: 3</b>	
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ASSIGNMENT OF APPLICATION

Docket Number  
CLEVE-009A

Whereas, I, David Hunter, hereafter referred to as Assignor, have invented certain new and useful improvements in PRODUCT DISPLAY AND SYSTEM for which an application for a United States Patent was filed on or about the date of this assignment.

Whereas, Dunlop Sports Company Limited of Kobe, Japan herein referred to as "Assignee" whose mailing address is 6-9, 3-Chome, Wakinohama-Cho, Chuo-ku, Kobe, Japan, 651-0072 is desirous of acquiring the entire right, title and interest in the same;

Now, therefore, in consideration of the sum of One dollars (\$1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I, the applicant, by these presents do sell, assign and transfer unto said Assignee the full and exclusive right to the said improvement in the United States, and by these presents do hereby sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, Assignor's entire right, title and interest in, to and under said improvements, and said application and all divisions, renewals, continuations, and continuations-in-part thereof, and all United States Letters patent which may be granted thereon and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, including the full right to claim for any such application the priority benefits of the International Convention for the Protection of Industrial Property and other priority-conferring treaties, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, divisions, continuations, continuations-in-part, renewals and reissues thereof; and Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to said Assignee, its successors, legal representatives and assigns, in accordance with the terms of this instrument; I hereby authorize and request the Commissioner of Patents and Trademarks to issue said United States Patent to said Assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

Executed this 4 day of September, 2014, at 5601 Skylab Rd, HB CA 92647.

By: [Signature]  
David Hunter

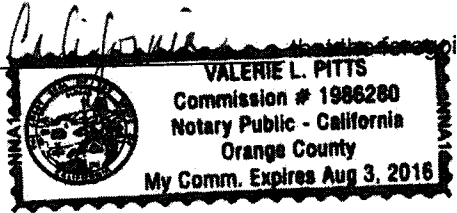
State of California  
County of Orange

On 9/4/14 before me, Valerie L. Pitts, Notary Public  
(date) (Name, Title of the Officer)

personally appeared David Hunter who proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that he/~~she~~ executed the same in his/her authorized capacity, and that by his/~~her~~ signature on the instrument the person, or entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.  
Signature [Signature] (Seal)



~ Total of 1 forms are submitted.

ASSIGNMENT OF APPLICATION

Docket Number  
CLEVE-009A

Whereas, I, Eli Miller, hereafter referred to as Assignor, have invented certain new and useful improvements in PRODUCT DISPLAY AND SYSTEM for which an application for a United States Patent was filed on or about the date of this assignment.

Whereas, Dunlop Sports Company Limited of Kobe, Japan herein referred to as "Assignee" whose mailing address is 6-9, 3-Chome, Wakinoama-Cho, Chuo-ku, Kobe, Japan, 651-0072 is desirous of acquiring the entire right, title and interest in the same;

Now, therefore, in consideration of the sum of One dollars (\$1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I, the applicant, by these presents do sell, assign and transfer unto said Assignee the full and exclusive right to the said improvement in the United States, and by these presents do hereby sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, Assignor's entire right, title and interest in, to and under said improvements, and said application and all divisions, renewals, continuations, and continuations-in-part thereof, and all United States Letters patent which may be granted thereon and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, including the full right to claim for any such application the priority benefits of the International Convention for the Protection of Industrial Property and other priority-conferring treaties, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, divisions, continuations, continuations-in-part, renewals and reissues thereof; and Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to said Assignee, its successors, legal representatives and assigns, in accordance with the terms of this instrument; I hereby authorize and request the Commissioner of Patents and Trademarks to issue said United States Patent to said Assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

Executed this 4 day of September, 2014, at 5601 Skylab Rd, HB, CA 92647

By: *Eli Miller*  
Eli Miller

State of California

County of Orange

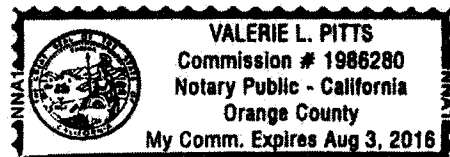
On 9/4/14 before me, Valerie L. Pitts, Notary Public  
(date) (Name, Title of the Officer)

personally appeared Eli Miller who proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that he/~~she~~ executed the same in his/her authorized capacity, and that by his/~~her~~ signature on the instrument the person, or entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature *Valerie L. Pitts* (Seal)



~ Total of 1 forms are submitted.

ASSIGNMENT OF APPLICATION

Docket Number  
CLEVE-009A

Whereas, I, **Chris Beck**, hereafter referred to as Assignor, have invented certain new and useful improvements in **PRODUCT DISPLAY AND SYSTEM** for which an application for a United States Patent was filed on or about the date of this assignment.

Whereas, **Dunlop Sports Company Limited of Kobe, Japan** herein referred to as "Assignee" whose mailing address is **6-9, 3-Chome, Wakinohama-Cho, Chuo-ku, Kobe, Japan, 651-0072** is desirous of acquiring the entire right, title and interest in the same;

Now, therefore, in consideration of the sum of One dollars (\$1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I, the applicant, by these presents do sell, assign and transfer unto said Assignee the full and exclusive right to the said improvement in the United States, and by these presents do hereby sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, Assignor's entire right, title and interest in, to and under said improvements, and said application and all divisions, renewals, continuations, and continuations-in-part thereof, and all United States Letters patent which may be granted thereon and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, including the full right to claim for any such application the priority benefits of the International Convention for the Protection of Industrial Property and other priority-conferring treaties, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, divisions, continuations, continuations-in-part, renewals and reissues thereof; and Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to said Assignee, its successors, legal representatives and assigns, in accordance with the terms of this instrument; I hereby authorize and request the Commissioner of Patents and Trademarks to issue said United States Patent to said Assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

Executed this 4 day of September, 2014, at 5601 SkyLab Rd, HB CA 92647.

By: *Chris Beck*  
Chris Beck

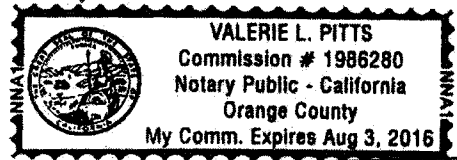
State of California  
County of Orange

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(date) (Name, Title of the Officer)

personally appeared **Chris Beck** who proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.  
Signature *Valerie L. Pitts* (Seal)



~ Total of 1 forms are submitted.