503381004 07/07/2015

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
MATTHEW PICHEL	06/23/2015
STEPHEN CUMMINGS	06/24/2015
ANTHONY CAMELLO	06/23/2015

RECEIVING PARTY DATA

Name:	DISPLAY TECHNOLOGIES LLC	
Street Address:	1111 MARCUS AVENUE	
Internal Address:	SUITE M68	
City:	LAKE SUCCESS	
State/Country:	NEW YORK	
Postal Code:	11042-1221	

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	14516710

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	1507-150	
NAME OF SUBMITTER:	DANA A. BRUSSEL	
SIGNATURE:	/Dana A. Brussel/	
DATE SIGNED:	07/07/2015	

Total Attachments: 2 source=00758460#page1.tif source=00758460#page2.tif

PATENT 503381004 REEL: 036006 FRAME: 0728

PATENT

For: [X] U.S. and/or [X] Foreign Rights
For: [X] U.S. Application or [] U.S. Patent
By: [X] Inventor(s) or [] Present Owner

ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration, ASSIGNOR,

Matthew Pichel Stephen Cummings Anthony Camello hereby sells, assigns and transfers to ASSIGNEE: Display Technologies, LLC (Type or print name of ASSIGNEE) 1111 Marcus Avenue, Suite M68 Address Lake Success, NY 11042-1221 United States Nationality and the successors, assigns and legal representatives of the ASSIGNEE [X] the entire right, title and interest [] an undivided %) interest for the United States and its territorial possessions percent ([X] and in all foreign countries, including all rights to claim priority, in and to any and all improvements which are disclosed in the invention entitled: PRODUCT DISPLAY SHELF (title of invention) and which is found in U.S. patent application executed on even date herewith. (a) **(b)** U.S. patent application executed on (c) [X] U.S. application Serial No. 14/516,710 filed on October 17, 2014. (d) U.S. provisional application No. []filed on (e) U.S. Patent No. issued PCT application No. PCT/US **(f)** [] filed on [] A change of address to which correspondence is to be sent regarding

patent maintenance fees is being sent separately.

PATENT REEL: 036006 FRAME: 0729 (g) [X] and any legal equivalent thereof in a foreign country, including the right to claim priority and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, continuation-in-part, divisional, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this			(Date of signing).
WARNING:	Date of signing must be the same as the date of execution of the application if item (a) was checked above.		
Matthew Pich		6/23/15	-
<u>a</u>		6/24/15	
Stephen Cum Atho	Lamello	6 /0/15	
Anthony Cam	ело	Dated	

If ASSIGNOR is a legal entity complete the following information

Type or print the name of the above person authorized to sign on behalf of ASSIGNOR

Title:

NOTE: No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized then it will only be prima facie evidence of execution 35 USC 261. Use next page if notarization is desired.

[] Notarization or Legalization Page Added.

PATENT REEL: 036006 FRAME: 0730

RECORDED: 07/07/2015