

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT3551417

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
STEVE BRENNER	09/29/2015
MARK SCHAEFER	09/29/2015
FIONA LEE	09/29/2015
EMAD AYAD	09/30/2015
LEONARD VELICH	09/29/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ISEE STORE INNOVATIONS, LLC
<b>Street Address:</b>	139 WEST MONROE
<b>City:</b>	ST LOUIS
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	63122
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14872262
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(314)584-4062
<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>	314-584-4080
<b>Email:</b>	docket@splglaw.com
<b>Correspondent Name:</b>	SMALL PATENT LAW GROUP LLC
<b>Address Line 1:</b>	225 S. MERAMEC, STE.725
<b>Address Line 4:</b>	ST. LOUIS, MISSOURI 63105
<b>ATTORNEY DOCKET NUMBER:</b>	503-0009US1
<b>NAME OF SUBMITTER:</b>	JOSEPH M. BUTSCHER
<b>SIGNATURE:</b>	/Joseph M. Butscher/
<b>DATE SIGNED:</b>	10/01/2015
<b>Total Attachments: 4</b>	
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ASSIGNMENT  
(joint inventors)

We are the joint inventors whose names and residences are listed below:

1. Steve Brenner, who resides at 724 Sherwood Drive, St. Louis, MO 63119.
2. Mark Schaefer, who resides at 13309 Fairfield Circle Drive, Town and Country, MO 63017.
3. Fiona Lee, having an address at 54 Kellett Street, Kings Cross, Potts Point, New South Wales, 2011 Australia.
4. Emad Ayad, having an address at 54 Kellett Street, Kings Cross, Potts Point, New South Wales, 2011 Australia.
5. Leonard Velich, having an address at 54 Kellett Street, Kings Cross, Potts Point, New South Wales, 2011 Australia.

We have jointly made an invention comprising certain new, useful, and nonobvious improvements in

**ADJUSTABLE PRODUCT DISPLAY SYSTEM AND  
METHOD**

which application is identified by Docket No. 503-0009US1, and is concurrently being filed (hereinafter: "said application").

**iSee Store Innovations, L.L.C.**, organized and existing under and by virtue of the laws of the State of Missouri, having a place of business at 139 West Monroe, St. Louis, MO 63122 (hereinafter: "said assignee") desires to acquire the entire right, title, and interest in and to said invention, said application, and any Letters Patent which may be granted for said invention, said application, and any and all applications claiming priority from said application, including divisions, continuations, continuations-in-part, reissues, reexamination certificates, and extensions thereof.

We warrant and represent that we conceived said invention ourselves, that no one other than us is a joint inventor of said invention, and that neither we nor any of us have assigned or agreed to assign any rights in said invention or said application to anyone other than said assignee or a predecessor in interest to said assignee.


NOW, THEREFORE, in consideration of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, we hereby assign to said assignee, its successors and assigns, the entire worldwide right, title, and interest in and to said invention, said application, and

any Letters Patent which may be granted for said invention, said application, and any and all applications claiming priority from said application, including divisions, continuations, continuations-in-part, reissues, reexamination certificates, substitutes, and extensions of said application (each of which is included herein as a part of "said application"), including but not limited to all our United States and other national rights to said invention and said application and all our rights under the Paris Convention for the Protection of Industrial Property and all other applicable treaties or laws in respect to said invention and said application.

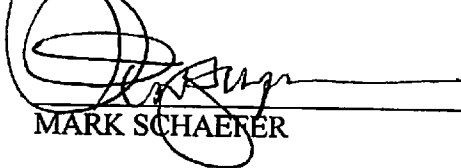
We hereby authorize and request the United States Commissioner of Patents and Trademarks to issue any Letters Patent which may be granted for said invention or upon said application unto said assignee, its successors and assigns, in accordance with this assignment.

We hereby authorize said assignee to apply for patents on said invention in foreign countries, claiming the filing date of said application under the provisions of the Paris Convention for the Protection of Industrial Property and all other applicable treatise and laws, and we further agree to execute any and all documents that may be required or desired by said assignee in order that said assignee may apply for Letters Patent on said invention in foreign countries in our or its name.

We hereby agree to promptly communicate to said assignee or its representatives any facts known to us respecting said invention or said application; to testify in any legal proceeding relating thereto; to sign all lawful papers, including but not limited to all divisional, continuing, continuing-in-part, reissue, substitute, and extension applications, all rightful oaths or declarations, and documents confirming or substituting for this assignment.

  
\_\_\_\_\_  
STEVE BRENNER

Date: 9/29/15

  
\_\_\_\_\_  
MARK SCHAEFER

Date: 9/29/2015

\_\_\_\_\_  
FIONA LEE

Date : \_\_\_\_\_

\_\_\_\_\_  
EMAD AYAD

Date : \_\_\_\_\_

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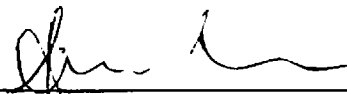
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\_\_\_\_\_  
STEVE BRENNER

Date: \_\_\_\_\_

\_\_\_\_\_  
MARK SCHAEFER

Date: \_\_\_\_\_

  
\_\_\_\_\_  
FIONA LEE

Date: 29-Sep-2015

\_\_\_\_\_  
EMAD AYAD

Date: \_\_\_\_\_

  
\_\_\_\_\_  
LEONARD VELICH

Date: 29-SEP-2015

any Letters Patent which may be granted for said invention, said application, and any and all applications claiming priority from said application, including divisions, continuations, continuations-in-part, reissues, reexamination certificates, substitutes, and extensions of said application (each of which is included herein as a part of "said application"), including but not limited to all our United States and other national rights to said invention and said application and all our rights under the Paris Convention for the Protection of Industrial Property and all other applicable treaties or laws in respect to said invention and said application.

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\_\_\_\_\_  
STEVE BRENNER

Date: \_\_\_\_\_

\_\_\_\_\_  
MARK SCHAEFER

Date: \_\_\_\_\_

\_\_\_\_\_  
FIONA LEE

Date: \_\_\_\_\_

  
\_\_\_\_\_  
EMAD AYAD

Date: 30/09/15