

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3561271

| | |
|---|---------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| JOHN MURDICK HOLLEY JR. | 10/07/2015 |
| RECEIVING PARTY DATA | |
| Name: | GRAPHIC PACKAGING INTERNATIONAL, INC. |
| Street Address: | 1500 RIVEREDGE PARKWAY, SUITE 100 |
| Internal Address: | 9TH FLOOR |
| City: | ATLANTA |
| State/Country: | GEORGIA |
| Postal Code: | 30328 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 29474659 |
| CORRESPONDENCE DATA | |
| Fax Number: | (404)870-8178 |
| <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> | |
| Phone: | 404-879-2453 |
| Email: | cwest@wcsr.com |
| Correspondent Name: | ANDREW N. CLAERBOUT |
| Address Line 1: | P.O. BOX 7037 |
| Address Line 2: | WOMBLE CARLYLE SANDRIDGE & RICE, LLP |
| Address Line 4: | ATLANTA, GEORGIA 30357-0037 |
| ATTORNEY DOCKET NUMBER: | R029 18290US.DS |
| NAME OF SUBMITTER: | ANDREW N. CLAERBOUT |
| SIGNATURE: | /Andrew N. Claerbout/ |
| DATE SIGNED: | 10/08/2015 |
| Total Attachments: 2 | |
| source=R029 18290US.DS Assignment#page1.tif | |
| source=R029 18290US.DS Assignment#page2.tif | |

PATENT AND INVENTION ASSIGNMENT

WHEREAS, the undersigned:

John Murdick Holley, Jr., a citizen of the United States of America, residing at

950 Brentwood Avenue, Lawrenceville, Georgia 30044,

(hereinafter referred to as "**Assignor**") has invented certain inventions and improvements disclosed in a non-provisional design application for Letters Patent entitled **ARTICLE DISPLAY**, which application was filed in the United States Patent and Trademark Office on December 17, 2014, under application no. 29/474,659;

WHEREAS, it is agreed that **GRAPHIC PACKAGING INTERNATIONAL, INC.**, a Corporation of the State of Delaware, having its principal place of business at 1500 Riveredge Parkway, Suite 100, 9th Floor, Atlanta, Georgia 30328, is entitled to or is desirous of acquiring all right, title and interest related to the same;

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **Assignor**, by these presents, does sell, assign and transfer unto **GRAPHIC PACKAGING INTERNATIONAL, INC.**, the full, exclusive and entire right, title and interest: (i) in and to all inventions and improvements disclosed and described in said application, (ii) in and to said application, (iii) in and to all divisional, continuation, and continuation-in-part applications describing in whole or in part the said inventions and improvements, preparatory to obtaining Patents of the United States therefor, (iv) in and to all patents of the United States which may be granted on the foregoing and all reissues and extensions thereof, (v) in and to any provisional patent applications filed in the United States describing in whole or in part the said inventions and improvements, from which priority has been or may be claimed under Title 35 of the United States Code, and (vi) in and to the right to claim any applicable foreign and domestic priority rights arising from any of the afore-mentioned patent applications; and Assignor does hereby request the Commissioner of Patents to issue any and all Patents of the United States resulting from said application, or from a division, continuation, continuation-in-part, or reissue thereof, to **GRAPHIC PACKAGING INTERNATIONAL, INC.** as Assignee, for its interest and for the sole use and behoof of **GRAPHIC PACKAGING INTERNATIONAL, INC.**, and its assigns and legal representatives;

For the same consideration, **Assignor**, by these presents does sell, assign and transfer to **GRAPHIC PACKAGING INTERNATIONAL, INC.** the full, exclusive and entire right, title and interest: in and to any and all applications for industrial property protection, including without

limitation, all applications for patents, utility models, inventors' certificates and designs, (the "Foreign Applications") filed or which are hereafter filed in countries foreign to the United States and describing in whole or in part the said inventions and improvements, in and to any Patents and similar protective rights granted on said Foreign Applications, and in and to the right to file such applications and the right to claim any applicable priority rights arising from or required for said Foreign Applications under the terms of any applicable conventions, treaties, statutes, or regulations; said Foreign Applications to be filed and issued in the name of GRAPHIC PACKAGING INTERNATIONAL, INC. or its respective designees, insofar as permitted by applicable law;

AND, for the same consideration, Assignor agrees to communicate to the said GRAPHIC PACKAGING INTERNATIONAL, INC., its successors, legal representatives and assigns, any facts known to Assignor respecting said invention, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and other applications, make all assignments and rightful oaths, and generally do everything possible to aid GRAPHIC PACKAGING INTERNATIONAL, INC., its successors, assigns, and nominees, to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world; and

Assignor covenants with Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned.

Oct. 7, 2015
Date

John Murdick Holley, Jr.

STATE OF GEORGIA

COUNTY OF Gwinnett

Before me, a Notary Public in and for the County and State aforesaid, on this 7th day of October, 2015, personally appeared John Murdick Holley, Jr., known to me to be the same person whose name is subscribed to the foregoing Patent and Invention Assignment, who being duly sworn acknowledged that he signed, sealed and delivered the said Patent and Invention Assignment as his free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal.

(SEAL)

NOTARY PUBLIC

My Commission Expires: 07-23-2016

8400-US
R029 18290US.DS
WCSR 3341463Jv1

2 of 2

CARMEN N CASSELL
Notary Public, Gwinnett County, Georgia
My Commission Expires July 23, 2016