

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	HAROLD LUEKEN	02/10/2017
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	STARLITE MEDIA, LLC	
<b>Street Address:</b>	118 EAST 28TH STREET	
<b>City:</b>	NEW YORK	
<b>State/Country:</b>	NEW YORK	
<b>Postal Code:</b>	10016	
<b>PROPERTY NUMBERS Total: 1</b>		
	<b>Property Type</b>	<b>Number</b>
	Application Number:	29518920
<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>Email:</b>	kevin.paganini@bryancave.com	
<b>Correspondent Name:</b>	KEVIN PAGANINI/BRYAN CAVE LLP	
<b>Address Line 1:</b>	1290 6TH AVENUE, #33	
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10104	
<b>ATTORNEY DOCKET NUMBER:</b>	0379258.3	
<b>NAME OF SUBMITTER:</b>	KEVIN PAGANINI	
<b>SIGNATURE:</b>	/Kevin Paganini/	
<b>DATE SIGNED:</b>	02/14/2017	
<b>Total Attachments: 2</b>		
source=29-518920 Assignment Triangular#page1.tif		
source=29-518920 Assignment Triangular#page2.tif		

# ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, Harold Lueken (referred to herein as the "ASSIGNOR"), hereby assign, transfer, set over, convey, and deliver, and agree to assign, transfer, set over, convey, and deliver to Starlite Media, LLC, a Delaware Limited Liability Company, having a principal place of business located at 118 East 28<sup>th</sup> Street, Suite 601, New York, NY 10016 (referred to herein as the "ASSIGNEE"), its successors and assigns, all of my right, title, and interest in, to, and under any and all subject matter of my invention entitled

## **Pair of Advertising Panels with Triangular Marker for Shopping Cart Corral**

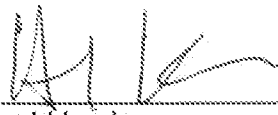
which is disclosed and/or claimed in U.S. Design Patent Application No. 29/518,920 filed on February 27, 2015; in, to, and under the said application and any and all utility, design, continuation, continuation-in-part, continued prosecution, and divisional applications thereof; in, to, and under my exclusive right to make and prosecute any and all applications for patents, reissues, renewals, and extensions thereof; in, to, and under any and all patents and Convention and Treaty rights of all kinds, in the United States of America and all other countries throughout the world, for all such subject matter; in, to, and under any and all know-how and/or confidential, proprietary, and/or trade secret information relating to any such subject matter, applications, patents, and/or technology; in, to, and under the right to sue for present, past, and future infringement or misappropriation relating to any such subject matter, applications, patents, and/or technology; in, to, and under the right to enforce any rights and file any causes of action, in law and/or equity, relating to any such subject matter, applications, patents, and/or technology; and in, to, and under the right to all income, royalties, fees, damages, and payments now or hereafter due or payable in respect to any such subject matter, applications, patents, and/or technology. The right, title, and interest is to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and exclusively as it would have been held and enjoyed by ASSIGNOR had this assignment not been made. I request the applicable official(s) having authority to issue patents and/or corresponding rights to issue same on the subject matter of the said invention to ASSIGNEE, its successors and assigns, and, if called upon by ASSIGNEE, its successors, assigns, or legal representatives, I agree to promptly sign any and all documents necessary to secure any and all such patents and/or rights and for issuance of same to ASSIGNEE or its successors and assigns.

I covenant with ASSIGNEE, its successors, assigns, and legal representatives, that the interest and property hereby conveyed is free from all prior assignment, grant, mortgage, license, or other encumbrance.

I confirm that I have not made any agreement in conflict with this Assignment. I further agree that I will provide information within my knowledge or belief, and do any and all other relevant things that ASSIGNEE, its successors, assigns, or legal representatives deem necessary or desirable and request of me in connection with obtaining and/or maintaining any such patents and/or rights; in connection with any proceeding, controversy, and/or litigation pertaining to any such patents and/or rights; in order to perfect and/or enforce the ownership by ASSIGNEE, its successors and assigns, of the right, title, and interest conveyed by this Assignment; and/or in connection with this Assignment, without payment of consideration to me beyond that called for in my agreement with ASSIGNEE on the understanding, however, that ASSIGNEE will bear all reasonable expenses actually incurred for or in connection with such

matters. This Assignment and the obligations assumed by me shall be binding on my heirs and personal representatives.

Date: February 10, 2017

  
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Harold Lueken