

## PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT4342442

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JIM WIEMER	04/27/2012
JAN PERGANDE	04/27/2012
RYAN BROBST	04/27/2012
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	DCI MARKETING, INC.
<b>Street Address:</b>	2727 WEST GOOD HOPE ROAD
<b>City:</b>	MILWAUKEE
<b>State/Country:</b>	WISCONSIN
<b>Postal Code:</b>	53209
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14657815
<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>	krutz@fitcheven.com
<b>Correspondent Name:</b>	FITCH EVEN TABIN & FLANNERY, LLP
<b>Address Line 1:</b>	120 SOUTH LASALLE STREET
<b>Address Line 2:</b>	SUITE 1600
<b>Address Line 4:</b>	CHICAGO, ILLINOIS 60603-3406
<b>ATTORNEY DOCKET NUMBER:</b>	20262-134432-US
<b>NAME OF SUBMITTER:</b>	EDWARD E. CLAIR
<b>SIGNATURE:</b>	/Edward E. Clair/
<b>DATE SIGNED:</b>	03/29/2017
<b>Total Attachments: 2</b>	
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source=134432_Assignment#page2.tif	

**PATENT ASSIGNMENT -- U.S. AND FOREIGN RIGHTS**

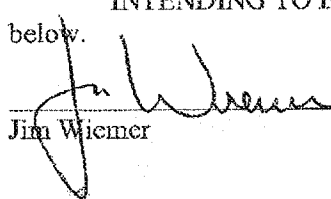
WHEREAS, we, Jim Wicmer, residing at 7024 North Fairchild Circle, Fox Point, WI 53217, Ryan Brobst, residing at 856 7<sup>th</sup> Avenue, Grafton, WI 53204, and Jan Pergande, residing at W70N715 Monroe Avenue, Cedarburg, WI 53012 (hereinafter referred to as ASSIGNORS), have made new and useful inventions for which we have filed an application for Letters Patent of the United States March 8, 2012, titled ILLUMINATED SHELVING, and given application serial number 13/415,138;

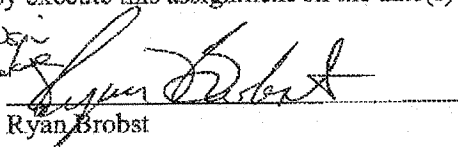
AND WHEREAS, DCI Marketing, Inc., a Wisconsin corporation, having a principal place of business at 2727 West Good Hope Road, Milwaukee, WI 53209, (hereinafter referred to as ASSIGNEE), desires to acquire the entire interest in, to, and under said invention and in, to, and under any Letters Patent or similar legal protection relating thereto to be obtained therefor in the United States and in any and all foreign countries.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment by ASSIGNEE to ASSIGNORS of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS hereby sell, assign, and transfer to ASSIGNEE the full and exclusive right, title, and interest to said invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any continuation, continuation-in-part, division, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted.

ASSIGNORS covenant that they will, upon ASSIGNEE's request, promptly provide ASSIGNEE with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to ASSIGNORS and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, assignments, instruments or affidavits required to apply for, obtain, maintain, issue, and enforce said application, said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

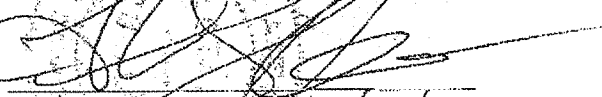
INTENDING TO BE BOUND, ASSIGNORS hereby execute this assignment on the date(s) indicated below.

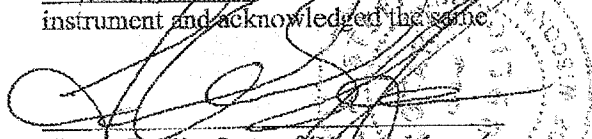
  
Jim Wicmer

*State of Wisconsin  
County of Milwaukee*  
  
Ryan Brobst

Personally came before me this 27 day of APRIL, 2012, the above-named JIM WICMER, who executed the foregoing instrument and acknowledged the same.

Personally came before me this 27 day of APRIL, 2012, the above-named RYAN BROBST, who executed the foregoing instrument and acknowledged the same.

  
Notary Public, State of Wisconsin  
My Commission Expires: 1/31/16

  
Notary Public, State of Wisconsin  
My Commission Expires: 1/31/16

Attorney Docket No. 008800-0366

Appl. Ser. No. 13/415,138

*Jan W. Pergande*  
Jan Pergande

Personally came before me this 27<sup>th</sup> day of April, 2012, the above-named JAN  
PERGANDE, who executed the foregoing instrument and acknowledged the same.

*[Signature]*  
Notary Public, State of Wisconsin

My Commission Expires: 1/31/16

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*State of Wisconsin*  
*County of Milwaukee*