

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
TREND FACTORY MARKETING UND VERANSTALTUNGS GMBH	12/22/2017
RECEIVING PARTY DATA	
Name:	Carl Zeiss Vision International GmbH
Street Address:	Turnstrasse 27
City:	Aalen
State/Country:	GERMANY
Postal Code:	73430
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29590277
CORRESPONDENCE DATA	
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<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>	
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ATTORNEY DOCKET NUMBER:	M0171US2
NAME OF SUBMITTER:	CHRISTIAN OTTESEN
SIGNATURE:	/Christian Ottesen/
DATE SIGNED:	01/29/2018
Total Attachments: 2	
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Assignment

Whereas, I/We, trend factory marketing und veranstaltungs GmbH, having a place of business at Kraftwerk, Neckartal 68, 78628 Rottweil, Germany, hereinafter called assignor, is/will become the assignee of record of the entire right, title and interest in an application for Letters Design Patent of the United States entitled

ZEISS Experience store Design - Display Structure

and of the invention disclosed therein; and

Whereas, Carl Zeiss Vision International GmbH, having a place of business at Turnstrasse 27, 73430 Aalen, Germany, hereinafter called assignee, desires to acquire the entire right, title, and interest in the application and the invention disclosed therein, and to any United States designs to be obtained therefor;

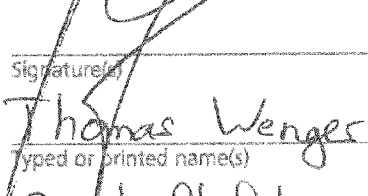
Therefore, for valuable consideration, receipt whereof is hereby acknowledged,

I/We, the above named assignor, hereby state as follows:

To the extent that my/our entire right, title and interest in the application and the invention disclosed therein have not transferred to the assignee by virtue of applicable law and/or contract, I/we hereby sell, assign and transfer to the above named assignee, its successors and assigns, the entire/remaining, present/expectant right, title and interest in the application and the invention disclosed therein for the United States of America, including all divisionals and continuations thereof, and all Letters Design Patent of the United States that may be granted thereon, and all reissues thereof, including the right to claim priority under 35 U.S.C. §119; and I/we request the Director of the U.S. Patent and Trademark Office to issue any Letters Design Patent granted upon the invention set forth in the application to the assignee, its successors and assigns; and I/we will execute without further consideration all papers deemed necessary by the assignee in connection with the United States and foreign applications when called upon to do so by the assignee.

I/We hereby authorize and request the attorneys of Walter Ottesen Patent Attorney, 12704 Split Creek Court North Potomac, Maryland 20878, U S A to insert here in

parentheses (Application number 29/590277, filed January 9, 2017 and Confirmation number 6312) the application number and filing date of said application when known.



Signature(s) 22.12.2017
Date
Thomas Wenger

Typed or printed name(s)
Geschäftsführender Gesellschafter

Title of person(s) signing
trend factory marketing und veranstaltungs GmbH

Assignor name

Witnessed by: S. Tritscher Dec. 22, 2017
Signature Date
Sandra Tritscher
Typed or printed name

Witnessed by: S. Sperfeldt Dec. 22, 2017
Signature Date
Sarah Sperfeldt
Typed or printed name

(Legalization not required for recording but is prima facie evidence of execution under 35 U.S.C. §261)