

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MICHAEL D. DESENA	03/28/2018
RECEIVING PARTY DATA	
Name:	HENSCHEL-STEINAU, INC.
Street Address:	50 COMMERCE DRIVE
City:	ALLENDALE
State/Country:	NEW JERSEY
Postal Code:	07401
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15938275
CORRESPONDENCE DATA	
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NAME OF SUBMITTER:	ARTHUR JACOB
SIGNATURE:	/Arthur Jacob/
DATE SIGNED:	03/28/2018
Total Attachments: 2	
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ASSIGNMENT

WHEREAS, I, MICHAEL D. DESENA, residing at 30 Brian Road, West Caldwell, New Jersey 07006, have invented certain new and useful improvements in ILLUMINATING ITEMS OF MERCHANDISE SUSPENDED IN A PEG-TYPE DISPLAY AND DISPENSING SYSTEM, described in an application for Letters Patent of the United States, executed by us on even date herewith; and

WHEREAS, **HENSCHEL-STEINAU, INC.**, a corporation duly organized and existing under the laws of the State of New Jersey, located at 50 Commerce Drive, Allendale, New Jersey 07401, is desirous of acquiring the entire right, title and interest in, to and under the aforesaid invention, application for Letters Patent and patent; and MICHAEL D. DESENA desires that all of the right, title and interest in, to and under the aforesaid invention, application for Letters Patent and patent reside in **HENSCHEL-STEINAU, INC.**;

NOW THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I the said, MICHAEL D. DESENA have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said **HENSCHEL-STEINAU, INC.**, its successors, legal representatives, and assigns, the entire right, title and interest in, to and under the said improvements, and the said application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, including the right to claim priority under the terms of any appropriate International Convention based upon said application for Letters Patent of the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and I hereby authorize and request the Commissioner of Patents of the United States, and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said **HENSCHEL-STEINAU, INC.**, its successors, legal representatives, and assigns, in accordance with the terms of this instrument.

AND I hereby covenant that I have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND I hereby further covenant and agree that we will communicate to said **HENSCHEL-STEINAU, INC.**, its successors, legal representatives, and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute any divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said **HENSCHEL-STEINAU,**

rightful oaths and generally do everything possible to aid the said **HENSCHEL-STEINAU, INC.**, its successors, legal representatives, and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 28 day of March, 2018.


L.S.
MICHAEL D. DESENA