

## PATENT ASSIGNMENT COVER SHEET

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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>
MARK SCHAEFER	06/05/2018
STEVEN ALLEN BRENNER	06/05/2018
SESHA MADIREDDI	06/05/2018
SIVATEJA KASIREDDI	06/11/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ISEE STORE INNOVATIONS, L.L.C.
<b>Street Address:</b>	139 WEST MONROE
<b>City:</b>	ST. LOUIS
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	63122
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29657024
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(314)584-4062
<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>Phone:</b>	314-584-4080
<b>Email:</b>	docket@splglaw.com
<b>Correspondent Name:</b>	SMALL PATENT LAW GROUP LLC
<b>Address Line 1:</b>	225 S. MERAMEC, STE.725
<b>Address Line 4:</b>	ST. LOUIS, MISSOURI 63105
<b>ATTORNEY DOCKET NUMBER:</b>	503-0014DES1
<b>NAME OF SUBMITTER:</b>	JOSEPH M. BUTSCHER
<b>SIGNATURE:</b>	/Joseph M. Butscher/
<b>DATE SIGNED:</b>	07/18/2018
<b>Total Attachments: 2</b>	
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ASSIGNMENT  
(joint inventors)

We are the joint inventors whose names and residences are listed below:

1. **Mark Schaefer**, a resident of the City of Town and Country, in the State of Missouri, in the Country of the United States of America.
2. **Steven Allen Brenner**, a resident of the City of Richmond Heights, in the State of Missouri, in the Country of the United States of America.
3. **Sesha Madireddi**, a resident of the City of St. Charles, in the State of Missouri, in the Country of the United States of America.
4. **Sivateja Kasireddi**, a resident of the City of Maryland Heights, in the Country of the United States of America.

We have jointly made an invention comprising certain new, useful, and nonobvious improvements in

**PRODUCT DISPLAY SYSTEM**

which application is identified by Docket No. 503-0014DES, and is concurrently being filed (hereinafter: "said application").

**iSee Store Innovations, L.L.C.**, organized and existing under and by virtue of the laws of the State of Missouri, having a place of business at 139 West Monroe, St. Louis, MO 63122 (hereinafter: "said assignee") desires to acquire the entire right, title, and interest in and to said invention, said application, and any Letters Patent which may be granted for said invention, said application, and any and all applications claiming priority from said application, including divisions, continuations, continuations-in-part, reissues, reexamination certificates, and extensions thereof.

We warrant and represent that we conceived said invention ourselves, that no one other than us is a joint inventor of said invention, and that neither we nor any of us have assigned or agreed to assign any rights in said invention or said application to anyone other than said assignee or a predecessor in interest to said assignee.


NOW, THEREFORE, in consideration of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, we hereby assign to said assignee, its successors and assigns, the entire worldwide right, title, and interest in and to said invention, said application, and any Letters Patent which may be granted for said invention, said application, and any and all

applications claiming priority from said application, including divisions, continuations, continuations-in-part, reissues, reexamination certificates, substitutes, and extensions of said application (each of which is included herein as a part of "said application"), including but not limited to all our United States and other national rights to said invention and said application and all our rights under the Paris Convention for the Protection of Industrial Property and all other applicable treaties or laws in respect to said invention and said application.

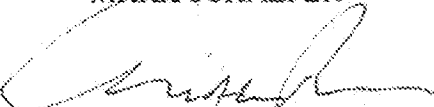
We hereby authorize and request the United States Commissioner of Patents and Trademarks to issue any Letters Patent which may be granted for said invention or upon said application unto said assignee, its successors and assigns, in accordance with this assignment.

We hereby authorize said assignee to apply for patents on said invention in foreign countries, claiming the filing date of said application under the provisions of the Paris Convention for the Protection of Industrial Property and all other applicable treatise and laws, and we further agree to execute any and all documents that may be required or desired by said assignee in order that said assignee may apply for Letters Patent on said invention in foreign countries in our or its name.


We hereby agree to promptly communicate to said assignee or its representatives any facts known to us respecting said invention or said application; to testify in any legal proceeding relating thereto; to sign all lawful papers, including but not limited to all divisional, continuing, continuing-in-part, reissue, substitute, and extension applications, all rightful oaths or declarations, and documents confirming or substituting for this assignment.

  
\_\_\_\_\_  
MARK SCHAEFER


Date: 6/5/18

  
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STEVEN ALLEN BRENNER

Date: 6/5/18

  
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SESHA MADIREDDI

Date: 6/5/18

  
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SIVATEJA KASIREDDI

Date: 6/11/18