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SUBMISSION TYPE:		NE'	NEW ASSIGNMENT				
NATURE OF CONVEYANCE:		AS	ASSIGNMENT				
CONVEYING PARTY	DATA						
		Nan	ne			Execution Date	
VICTORIA MILNE						10/17/2019	
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Property Typ	be		Number				
Application Number		29690463	}				
Application Number	:	62844923	62844923				
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DATE SIGNED:			11/05/2019				
Total Attachments: 3							
	1.tif						
Fotal Attachments: 3	2.tif						

Assignment of Filed Patent Application

Date: October 4, 2019

Assignor: Address:	Victoria Milne 52 Dikeman Street Brooklyn, New York 11231
Assignee:	Times Square District Management Association Inc.
	d/b/a The Times Square Alliance
Address:	1560 Broadway, Suite 1001
	New York, New York 10036

If there is more than one Assignor or Assignee, the words "Assignor" and "Assignee" shall include them.

This assignment relates to a United States patent application signed by Assignor and entitled

SIGN HOLDER

This patent application was filed in the United States Patent and Trademark Office on May 8, 2019, and received Serial No. 29/690,463. This patent application is called "the Patent Application".

and

MODULAR DISPLAY SYSTEM AND METHOD

This patent application was filed in the United States Patent and Trademark Office on May 8, 2019, and received **Serial No. 62/844,923**. This patent application is called "the Patent Application".

Assignor has received Ten Dollars (\$10.00) and other good and valuable consideration for this assignment.

Assignor assigns to Assignee all of Assignor's right, title and interest in the Patent Application, the invention described and claimed in the Patent Application, and all patents that may issue based on the invention and on the Patent Application in the United States and in every foreign country. Assignor also assigns to Assignee all priority rights in the Patent Application.*

In those countries where permitted, the Assignor authorizes the Assignee to apply for patents for the invention directly in both the Assignor's and Assignee's names.* Assignor authorizes the Commissioner of Patents and Trademarks or other governmental authority to issue all patents for the invention directly to Assignee.

Assignor states that Assignor has the right to grant to Assignee the rights which are assigned

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^{*} Strike italicized sections only if foreign rights are not intended to be assigned.

by this assignment. Assignor will sign any additional documents as may be needed to carry out the purpose of this assignment.

This assignment is binding on all parties who lawfully succeed to the rights of or take the place of Assignor or Assignee.

The undersigned hereby grant(s) to the firm of Gottlieb, Rackman & Reisman, 270 Madison Avenue, New York, New York 10016-0601, the power to insert on this assignment any further identification of, or information pertaining to, the Patent Application, and/or to correct any clerical error in such identification or information, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office concerning recordation of this document.

The effective date of this assignment is the date at the top of this assignment.

TYPED OR PRINTED NAME		SIGNATURE(S)	DATE
Victoria First Name Middle Initial	Milne Last Name	Murkona Mul	(9/17/19
SIGNATURE(S)	DATE	TYPED OR PRINTED NAME(S)	
Witnessed by:			
Name: Kevin Lopez	}		
Witnessed by:	ų.		
Anjan Pasigul			

* * *

OR

TYPED OR PRINTED NAME

SIGNATURE(S)

DATE

Victoria		Milne
First Name	Middle Initial	Last Nan

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STATE OF NEW JOYK

COUNTY OF NOW YXX

On before me personally came Victoria Milne

to me known to be the Assignor(s) described in and who executed the foregoing Assignment, and the Assignor(s) duly acknowledged to me execution of the same.

Notary Public

KEVIN LOPEZ Notary Public, State of New York Registration No. 011.08391399 Qualified in New York County Commission Expires May 6, 2023