

MAD 13-11-00

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Expires 06/30/99  
OMB 0651-0027

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U.S. Department of Commerce  
Patent and Trademark Office  
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Document ID # \_\_\_\_\_

Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

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#### Conveyance Type

Assignment  License

Security Agreement  Nunc Pro Tunc Assignment

Merger

Change of Name

Other \_\_\_\_\_

Effective Date  
Month Day Year  
06 15 2000

#### Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name Industry Standard Communications, Inc.

06 15 2000

Formerly \_\_\_\_\_

Individual  General Partnership  Limited Partnership  Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Delaware

#### Receiving Party

Mark if additional names of receiving parties attached

Name Standard Media International

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 5 Speen Street

Address (line 2) \_\_\_\_\_

Address (line 3) Framingham

City

Massachusetts

State/Country

01701

Zip Code

Individual  General Partnership  Limited Partnership  Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Delaware

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Enter for the first Receiving Party only.

Name

Address (line 1)

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**Correspondent Name and Address**

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**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

<input type="text" value="75/885439"/>	<input type="text" value="75/945462"/>	<input type="text" value="78/000300"/>
<input type="text" value="75/930095"/>	<input type="text" value="75/950166"/>	<input type="text" value="78/002518"/>
<input type="text" value="75/945438"/>	<input type="text" value="75/890597"/>	<input type="text" value="78/002519"/>

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<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Miriam R. Karlin

12/8/00

Name of Person Signing

Signature

Date Signed

lawful papers for application for foreign patents, for filing divisionals, continuations, continuations-in-part, reexaminations, reissues and other applications, make all assignments and rightful oaths, and generally do everything possible to aid Eastman Chemical Company, its successors, assigns, and nominees to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world.

12/1/00  
Date

Candace Michele Stipe Tanner  
Candace Michele Stipe Tanner

STATE OF TENNESSEE )  
)  
COUNTY OF SULLIVAN )

Before me Candace Michele Stipe Tanner personally appeared before me and who acknowledged the foregoing instrument to be a free act and deed and also represented that she is authorized to execute the same this 1st day of ~~November~~ <sup>December</sup> in the year of 2000.

MLD  
12/1/00

Elizabeth Ceccher  
Notary Public

My Commission Expires: 12/7/03

11/29/00  
Date

Kenneth Evans Conley  
Kenneth Evans Conley

STATE OF North Carolina )  
)  
COUNTY OF Union )

Before me Kenneth Conley personally appeared before me and who acknowledged the foregoing instrument to be a free act and deed and also represented that he is authorized to execute the same this 29 day of Nov, in the year of 2000.

Adam B. [Signature]  
Notary Public

My Commission Expires: My Commission Expires February 26, 2003

ASSIGNMENT

WHEREAS, we:

**Kenneth Evans Conley**, a citizen of the United States of America, residing at 3308 Mikelynn Lane; Matthews, North Carolina 28105; country of United States of America; and  
**Candace Michele Stipe Tanner** a citizen of the United States of America, residing at 704 Thornwood Place; Kingsport Tennessee 37660; country of United States of America;

have invented certain new inventions and improvements disclosed in an application for Letters Patent entitled:

**“Display Having Combination Of Visually Moveable And Stationary Elements And Process For Making The Same”**

(hereinafter referred to as “Invention”) for which an application for Letters Patent in the United States of America was filed December 11, 1998 and having US Serial No.: 09/210,317.

WHEREAS, **EASTMAN CHEMICAL COMPANY**, a corporation of the State of Delaware and having a principal place of business at 100 North Eastman Road, Kingsport, Tennessee 37660, is desirous of acquiring an interest in the same (“Assignee”);

WHEREAS, we desire to assign a one hundred percent (100%) undivided interest in the Invention, the application disclosing the Invention and in the Letters Patent which may be granted thereon to the above-identified Assignee;

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which we hereby acknowledge, we, Kenneth Conley and Candace Michele Stipe Tanner, do hereby sell, assign and transfer unto **EASTMAN CHEMICAL COMPANY**, the full, exclusive and entire right, title and interest in and to: the Invention; all inventions and improvements disclosed and described in the application, and any divisional, continuation, continuations-in-part, reexaminations and reissues thereof preparatory to obtaining Letters Patent of the United States therefore; and any and all Patents which may be granted thereon in the United States. We hereby request the Commissioner of Patents and Trademarks to issue any and all Letters Patent of the United States resulting from the application, division, continuation, continuation-in-part, reissue or reexamination thereof, to **EASTMAN CHEMICAL COMPANY**, as the Assignee of the whole right, title and interest thereto and for the sole interest, use and benefit of Eastman Chemical Company, its assigns and legal representatives to the full term for which said Patent may be granted.

For the same consideration, we do hereby sell, assign, and transfer to **EASTMAN CHEMICAL COMPANY**, the full, exclusive and entire right, title and interest in and to any foreign application or applications corresponding to the application, in whole or in part, in countries other than the United States, in and to any Letters Patent and similar protective rights granted on said foreign applications, and in and to the right to claim any applicable priority rights arising from or required for foreign applications under the terms of any applicable conventions, treaties, statutes, or regulations; the foreign applications to be filed and issued in the name of **EASTMAN CHEMICAL COMPANY** or its designee insofar as permitted by applicable law.

In addition, for the same consideration, we further agree to sign and properly execute all necessary and