

MRD 9/1/00

09-20-2000

ocket No.: 09770240-0034

FORM PTO-1595 (Modified)  
(Rev. 6-93)  
OMB No. 0651-0011 (exp. 4/94)  
Copyright 1994-97 LegalStar  
P08/REV02

RE

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office



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Tab settings → → → ▼ ▼

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
**Retail Marketing Systems, Inc.**

2. Name and address of receiving party(ies):

Name: **Archer Merger, LLC**

Internal Address: \_\_\_\_\_

Additional names(s) of conveying party(ies) ☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other \_\_\_\_\_Street Address: **N16 W23250 Stone Ridge Drive**City: **Waukesha** State: **WI** ZIP: **53188**Execution Date: **February 11, 2000**Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or registration numbers(s):

If this document is being filed together with a new application, the execution date of the application is: \_\_\_\_\_

A. Patent Application No.(s)

B. Patent No.(s)

**09/057,001**Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **Rebecca Ambriz**Internal Address: **SONNENSCHN NATH &****ROSENTHAL**Street Address: **8000 Sears Tower****233 South Wacker Drive**City: **Chicago** State: **IL** ZIP: **60606**6. Total number of applications and patents involved: **1**7. Total fee (37 CFR 3.41):.....\$ **40.00**☒ Enclosed - Any excess or insufficiency should be credited or debited to deposit account☐ Authorized to be charged to deposit account

8. Deposit account number:

**19-3140**

09/18/2000 DNGUYEN 00000685 09057001

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9. 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.

**Lori Dunham**

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and documents: **4**

REEL: 011074 FRAME: 0809

**PATENT ASSIGNMENT**

WHEREAS, Retail Target Marketing Systems, Inc. ("Assignor"), a Wisconsin corporation, is the owner of the entire right, title and interest in and to the Patents listed on the attached Schedule A (the "Patents"), and the inventions and technology covered thereby; and

WHEREAS, Assignor and Archer Merger, LLC ("Assignee"), a Delaware limited liability company, entered into that certain Contribution Agreement dated as of even date herewith; and

WHEREAS, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in and to the Patents.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, the entire right, title and interest in and to the Patents.

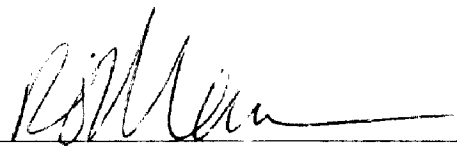
11<sup>th</sup> IN TESTIMONY WHEREOF, Assignor causes this instrument to be signed as of this day of February, 2000.

RETAIL TARGET MARKETING SYSTEMS, INC.

By:   
Timothy J. Keane, President

STATE OF Wisconsin )  
 ) SS  
COUNTY OF Milwaukee )

Personally appeared before me this 11<sup>th</sup> day of February, 2000, the above-named Timothy J. Keane to me known to be the President of Retail Target Marketing Systems, Inc. and the person who executed the foregoing instrument and acknowledged the same.

  
Notary Public, State of Wisconsin

My commission: 1) permanent

RTMS, INC.  
CLIENT NO. 590097  
January 31, 2000PATENT STATUS CHART

FLH REF. NO.	COUNTRY	APPLN. NO./PAT. NO.	FILING DATE	TITLE	ACTIONS DUE
590097-2000	U.S.	09/057,001	4/8/98	METHOD AND APPARATUS FOR STORING, RETRIEVING, AND PROCESSING MULTI-DIMENSIONAL CUSTOMER-ORIENTED DATA SETS	PENDING - Response to O.A. due 1/29/99 w/1mo. EOT - 2/29/00 w/2mo. EOT - 3/29/00 w/3mo. EOT - 4/29/00 (DDD)
590097-2001	PCT	PCT/US98/07212	4/10/98	METHOD AND APPARATUS FOR STORING, RETRIEVING, AND PROCESSING MULTI-DIMENSIONAL CUSTOMER-ORIENTED DATA SETS	Entered National Phase
590097-2001.AU	AUSTRALIA	71085/98	11/12/99 (Int'l filing date - 4/10/98)	METHOD AND APPARATUS FOR STORING, RETRIEVING, AND PROCESSING MULTI-DIMENSIONAL CUSTOMER-ORIENTED DATA SETS	PENDING
590097-2001.CA	CANADA	2,286,783	4/10/98 (Int'l filing date)	METHOD AND APPARATUS FOR STORING, RETRIEVING, AND PROCESSING MULTI-DIMENSIONAL CUSTOMER-ORIENTED DATA SETS	PENDING 1 <sup>st</sup> renewal fee due 4/10/01 and annually thereafter Request for Examination to be filed by 4/10/03

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RTMS, INC. CLIENT NO. 590097  
January 31, 2000

FLH REF. NO.	COUNTRY	APPLN. NO./PAT. NO.	FILING DATE	TITLE	ACTIONS DUE
590097-2001.EP	EUROPE	98918095.5	4/10/98 (Int'l filing date)	METHOD AND APPARATUS FOR STORING, RETRIEVING, AND PROCESSING MULTI-DIMENSIONAL CUSTOMER-ORIENTED DATA SETS	PENDING  1 <sup>ST</sup> renewal fee due 4/30/00 and annually thereafter