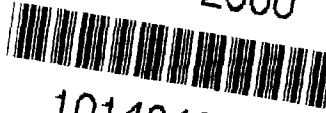


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U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

OMB No. 0651-0011 (exp. 4/94)

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):

Terry L. Zimmerman
Raghurama Bhyravabhotla

8-30-00

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: NCR Corporation

Internal Address: Law Department

PTO
09/15/00
09/30/00

Street Address: 1700 S. Patterson Blvd.

City: Dayton State: OH ZIP: 45479-0001

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other

Execution Date: August 22, 2000

4. Application number(s) or patent number(s):

Docket No. 8369

If this document is being filed together with a new application, the execution date of the application is: August 22, 2000

A. Patent Application No.(s)

09/651019

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Paul W. Martin

Internal Address: Law Department, ECD-2

AAHME1 00000082 140225 09651019

40.00 CH

Street Address: 101 W. Schantz Avenue

City: Dayton State: OH ZIP: 45479-0001

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41).....\$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

14-0225

(Attach duplicate copy of this page if paying by deposit account)

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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.

Paul W. Martin
Name of Person Signing

Signature

8/30/2000

Date

Total number of pages including cover sheet, attachments, and document:

5

PATENT

10/05/2000
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ASSIGNMENT OF UNITED STATES PATENT APPLICATION

WHEREAS, we, **Terry L. Zimmerman** of Lawrenceville, Georgia; and **Raghurama Bhyravabhotla**, of Suwanee, Georgia, have invented certain new and useful improvements in a **SYSTEM AND METHOD FOR HANDLING ALTERNATIVE INFORMATION ON ELECTRONIC PRICE LABELS**, Docket No. 8369, for which we have executed an application for Letters Patent of the United States on Aug. 22, 2000 and Aug. 22, 2000, respectively; and

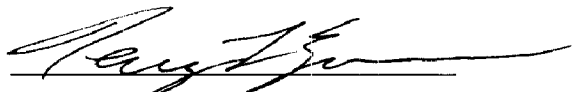
WHEREAS, NCR Corporation, a corporation of the State of Maryland, having its principal place of business in Dayton, Ohio, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent that may be granted therefor in the United States and any and all foreign countries;

NOW, THEREFORE, be it known that in consideration of the sum of One Dollar (\$1.00) and of other valuable considerations, the receipt of which is hereby acknowledged, we do hereby sell, assign and transfer unto said NCR Corporation, its successors and assigns, the entire right, title and interest in and to the invention and improvements in any form or embodiment thereof, disclosed and claimed in said application, or which are disclosed and may be claimed; also the entire right, title and interest in and to any Letters Patent to be granted in the United States and its territorial possessions and in any and all foreign countries upon said invention in any form or upon any such improvements thereon, and in and to any and all divisions, reissues, continuations and extensions thereof; and we hereby authorize and request the Commissioner of Patents and Trademarks to issue any Letters Patent on said application to the said NCR Corporation, of Maryland, its successors and assigns.

Further, we agree that we will communicate to said NCR Corporation, or its representatives, any facts known to us

respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitution, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letters Patent to be issued to NCR Corporation, make all rightful oaths and generally to do everything possible to aid said NCR Corporation, its successors and assigns, to obtain and enforce protection for said invention in the United States and in any and all foreign countries.

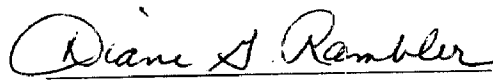
Signed at NSG-Atlanta, this 22 day of August, 2000.


Terry L. Zimmerman

STATE OF GEORGIA)
) ss:
COUNTY OF GWINNETT)

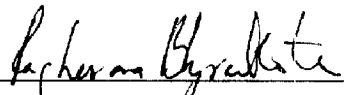
On this 22nd day of August, 2000, before me personally appeared **Terry L. Zimmerman**, to me personally known and known to be the person who signed the foregoing assignment, and acknowledged the signing thereof as his free act and deed.

(SEAL)


Notary Public

Notary Public, Gwinnett County, Georgia
My Commission Expires November 14, 2002

Signed at RSG-ATLANTA, this 22 day of August, 2000,
2000.



Raghurama Bhyravabhotla

STATE OF GEORGIA)
) ss:
COUNTY OF GWINNETT)

On this 22nd day of August, 2000, before me
personally appeared **Raghurama Bhyravabhotla**, to me personally
known and known to be the person who signed the foregoing
assignment, and acknowledged the signing thereof as his free act
and deed.



Notary Public, Gwinnett County, Georgia
My Commission Expires November 14, 2002