

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Doug Fowler</td> <td>05/15/2007</td> </tr> <tr> <td>James E. Gibbons, Jr.</td> <td>05/17/2007</td> </tr> </tbody> </table>		Name	Execution Date	Doug Fowler	05/15/2007	James E. Gibbons, Jr.	05/17/2007
Name	Execution Date						
Doug Fowler	05/15/2007						
James E. Gibbons, Jr.	05/17/2007						
RECEIVING PARTY DATA							
Name:	Media Cart Holdings, Inc.						
Street Address:	1004 N Avenue, Suite 100						
City:	Plano						
State/Country:	TEXAS						
Postal Code:	75074						
PROPERTY NUMBERS Total: 1							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11690840</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11690840		
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Application Number:	11690840						
CORRESPONDENCE DATA							
Fax Number:	(972)731-2289						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	(972) 731-2288						
Email:	rcarroll@dfw.conleyrose.com						
Correspondent Name:	Rodney B. Carroll						
Address Line 1:	5700 Granite Parkway, Suite 330						
Address Line 4:	Plano, TEXAS 75024						
ATTORNEY DOCKET NUMBER:	4181-02700						
NAME OF SUBMITTER:	Rodney B. Carroll						
Total Attachments: 3 source=ExecutedAssignment#page1.tif source=ExecutedAssignment#page2.tif source=ExecutedAssignment#page3.tif							

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ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, does hereby:

SELL, ASSIGN AND TRANSFER to **Media Cart Holdings, Inc.** (the "Assignee"), a corporation of the State of Delaware, having its principal offices at **1004 N Avenue, Suite 100, Plano, Texas 75074**, the entire right, title and interest for the United States and all foreign countries in and to any and all improvements which are disclosed in the application for United States Letters Patent, entitled "**RFID DENSE READER/AUTOMATIC GAIN CONTROL**," Serial No. 11/690,840, filed March 25, 2007, such applications and all divisional, continuing, provisional, non-provisional, regular, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such applications in the United States;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will (1) execute all divisional, continuing, provisional, non-provisional, regular, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) generally do everything possible which the Assignee shall consider desirable for vesting title to such improvements in the Assignee, and for securing, maintaining and enforcing proper patent protection for such improvements;

TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

(Signature): *Doug Fowler*
Doug Fowler

Date: 5/15/2007

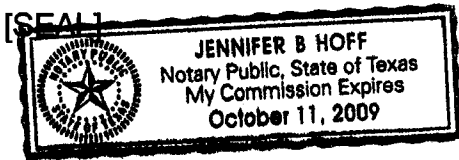
STATE OF TEXAS

§
§ ss.
§

COUNTY OF COLLIN

2007 BEFORE ME, the undersigned authority, on this 15th day of May, personally appeared **DOUG FOWLER** known to me to be the person whose name subscribed to the foregoing instrument and acknowledged to me that he executed the same of his own free will for the purposes and consideration therein expressed.

Jennifer B Hoff
Notary or Consular Officer



(Signature): *James E. Gibbons, Jr.*
James E. Gibbons, Jr.

Date: 5/17/07

STATE OF TEXAS
COUNTY OF COLLIN

§
§ ss.
§

2007 BEFORE ME, the undersigned authority, on this 17th day of May,
personally appeared **JAMES E. GIBBONS, JR.** known to me to be the person
whose name subscribed to the foregoing instrument and acknowledged to me that he
executed the same of his own free will for the purposes and consideration therein
expressed.

Jennifer B Hoff
Notary or Consular Officer

