

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT								
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT								
<b>CONVEYING PARTY DATA</b>									
<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>Michael Jermyn</td> <td>08/29/2007</td> </tr> <tr> <td>Frank Palazzo</td> <td>08/24/2007</td> </tr> <tr> <td>Paul Simon</td> <td>08/27/2007</td> </tr> </tbody> </table>		Name	Execution Date	Michael Jermyn	08/29/2007	Frank Palazzo	08/24/2007	Paul Simon	08/27/2007
Name	Execution Date								
Michael Jermyn	08/29/2007								
Frank Palazzo	08/24/2007								
Paul Simon	08/27/2007								
<b>RECEIVING PARTY DATA</b>									
<b>Name:</b>	Checkpoint Systems, Inc.								
<b>Street Address:</b>	101 Wolf Drive								
<b>City:</b>	Thorofare								
<b>State/Country:</b>	NEW JERSEY								
<b>Postal Code:</b>	08086								
<b>PROPERTY NUMBERS Total: 1</b>									
<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>11844184</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11844184				
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Application Number:	11844184								
<b>CORRESPONDENCE DATA</b>									
<b>Fax Number:</b>	(215)751-1142								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
<b>Phone:</b>	(215) 567-2010								
<b>Email:</b>	rwilson@crbcp.com								
<b>Correspondent Name:</b>	Scott M. Slomowitz								
<b>Address Line 1:</b>	Seven Penn Center, 1635 Market Street								
<b>Address Line 2:</b>	11th Floor								
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19103								
<b>ATTORNEY DOCKET NUMBER:</b>	C1241/21203								
<b>NAME OF SUBMITTER:</b>	Scott M. Slomowitz								

Total Attachments: 7  
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**PATENT**  
**REEL: 019764 FRAME: 0746**

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## ASSIGNMENT OF INVENTION

WHEREAS, I, **MICHAEL JERMYN**, residing at 876 Park Avenue, Apt. 9N, New York, NY 10021 am an employee of **JERMYN & ASSOCIATES, LLC**, a corporation organized and existing under the laws of the State of Delaware, having a business address at 100 Park Avenue, 27<sup>th</sup> Floor, New York, NY 10017.

WHEREAS, **JERMYN & ASSOCIATES, LLC**, is a consultant to **CHECKPOINT SYSTEMS, INC.**;

WHEREAS, I, **MICHAEL JERMYN**, as part of my employment by **JERMYN & ASSOCIATES, LLC**, have jointly made along with **FRANK PALAZZO** and **PAUL SIMON**, a certain new and useful invention in an ANONYMITY-ENSURED SYSTEM FOR PROVIDING AFFINITY-BASED DELIVERABLES TO LIBRARY PATRONS, and have filed on August 23, 2007, U.S. Application Serial No. 11/844,184 based thereon, claiming the benefit of U.S. Provisional Application Serial No. 60/823,560 filed on August 25, 2006.

WHEREAS, **CHECKPOINT SYSTEMS, INC.**, a corporation organized and existing under the laws of the Commonwealth of Pennsylvania and having a business address at 101 Wolf Drive, Thorofare New Jersey 08086, is desirous of acquiring the entire right, title and interest in and to the invention in and throughout the United States, its territories and all countries foregoing thereto, and in and to said application for Letters Patent and in and to any and all utility patent applications, and any and all continuation applications or divisional applications, and Letters Patents of the United States and all countries foreign thereto which have been granted or may be granted on said invention or any part thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I, **MICHAEL JERMYN**, by these presents do sell, assign and transfer unto the

said **CHECKPOINT SYSTEMS, INC.**, my entire right, title and interest in and throughout the United States, its territories and all countries foreign thereto in and to said invention, in and to said application for Letters Patent and any and all utility patent applications and Letters Patents and extensions thereof, and any and all continuation applications or divisional applications thereof, of the United States and countries foreign thereto which have been or may be granted on said invention or any part thereof and any international priority rights associated therewith;

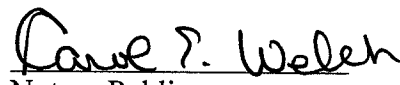
TO BE HELD AND ENJOYED by the said **CHECKPOINT SYSTEMS, INC.** and its legal representatives and assigns to the full ends of the terms for which said Letters Patent, or any of them, have been granted as fully and entirely as the same would have been held and enjoyed by me had no sale and assignment of said interest been made; and I do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all Letters Patents which may be granted upon the said application above referred to, or any of them or upon said invention or any part thereof, to **CHECKPOINT SYSTEMS, INC.**, and I hereby agree for myself, my heirs, executors and administrators, to execute without further consideration, any further legal documents and any further assignments and any releases, reissues, renewals or other application for Letters Patents that may be deemed necessary by the **CHECKPOINT SYSTEMS, INC.**, to fully secure to **CHECKPOINT SYSTEMS, INC.**, its interest as aforesaid in and to said invention or any part thereof and in and to several Letters Patent or any of them.

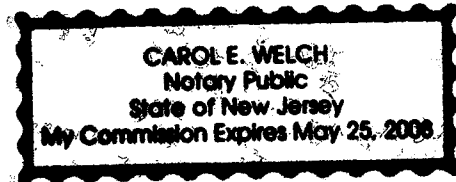
IN WITNESS WHEREOF, I, **MICHAEL JERMYN**, intending to be legally bound,  
have hereunto affixed my hand and seal this 29 day of August, 2007.

  
**MICHAEL JERMYN**

STATE OF NEW JERSEY :  
:SS.  
COUNTY OF Gloucester :

Before me personally appeared said **MICHAEL JERMYN** and acknowledged the  
foregoing instrument to be his free act and deed this 29 day of August, 2007.

  
Notary Public  
My Commission Expires:



**ASSIGNMENT OF INVENTION**

WHEREAS, we, **FRANK PALAZZO** and **PAUL SIMON**, residing at 1608 Aidenn Lair Rd., Dresher, PA 19025, and 4 Princeton Place, Princeton Junction, NJ 08550, respectively, along with **MICHAEL JERMYN**, have jointly made a certain new and useful invention in an ANONYMITY-ENSURED SYSTEM FOR PROVIDING AFFINITY-BASED DELIVERABLES TO LIBRARY PATRONS, and have filed on August 23, 2007, U.S. Application Serial No. 11/844,194 based thereon, claiming the benefit of U.S. Provisional Application Serial No. 60/823,560 filed on August 25, 2006.

WHEREAS, we, **FRANK PALAZZO** and **PAUL SIMON** are employees of **CHECKPOINT SYSTEMS, INC.** and were employees of **CHECKPOINT SYSTEMS, INC.** at the time that the invention was made.

WHEREAS, **CHECKPOINT SYSTEMS, INC.**, a corporation organized and existing under the laws of the Commonwealth of Pennsylvania and having a business address at 101 Wolf Drive, Thorofare New Jersey 08086, is desirous of acquiring the entire right, title and interest in and to the invention in and throughout the United States, its territories and all countries foregoing thereto, and in and to said application for Letters Patent and in and to any and all utility patent applications, and any and all continuation applications or divisional applications, and Letters Patents of the United States and all countries foreign thereto which have been granted or may be granted on said invention or any part thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, we, **FRANK PALAZZO** and **PAUL SIMON**, by these presents do sell, assign and transfer unto the said **CHECKPOINT SYSTEMS, INC.**, our entire right, title and interest in and throughout the United States, its territories and all countries foreign thereto in and to said

invention, in and to said application for Letters Patent and any and all utility patent applications and Letters Patents and extensions thereof, and any and all continuation applications or divisional applications thereof, of the United States and countries foreign thereto which have been or may be granted on said invention or any part thereof and any international priority rights associated therewith;

TO BE HELD AND ENJOYED by the said **CHECKPOINT SYSTEMS, INC.** and its legal representatives and assigns to the full ends of the terms for which said Letters Patent, or any of them, have been granted as fully and entirely as the same would have been held and enjoyed by us had no sale and assignment of said interest been made; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all Letters Patents which may be granted upon the said application above referred to, or any of them or upon said invention or any part thereof, to **CHECKPOINT SYSTEMS, INC.**, and we hereby agree for ourselves, our heirs, executors and administrators, to execute without further consideration, any further legal documents and any further assignments and any releases, reissues, renewals or other application for Letters Patents that may be deemed necessary by the **CHECKPOINT SYSTEMS, INC.**, to fully secure to **CHECKPOINT SYSTEMS, INC.**, its interest as aforesaid in and to said invention or any part thereof and in and to several Letters Patent or any of them.

IN WITNESS WHEREOF, I, **FRANK PALAZZO**, intending to be legally bound, have hereunto affixed my hand and seal this 24 day of August, 2007.

*Frank Palazzo*  
FRANK PALAZZO

STATE OF NEW JERSEY :  
:SS.  
COUNTY OF Gloucester :

Before me personally appeared said **FRANK PALAZZO** and acknowledged the foregoing instrument to be his free act and deed this 24<sup>th</sup> day of August, 2007.

*Kate S. DiGerolamo*  
Notary Public  
My Commission Expires:

