

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
James L. McBride	10/02/2007
Thomas A. Pike	10/03/2007
RECEIVING PARTY DATA	
Name:	Hannaford Licensing Corp.
Street Address:	145 Pleasant Hill Road
City:	Scarborough
State/Country:	MAINE
Postal Code:	04074
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11848663
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 2:	Verrill Dana, LLP
Address Line 4:	Portland, MAINE 04101
ATTORNEY DOCKET NUMBER:	HAN-002
NAME OF SUBMITTER:	Chris A. Caseiro
Total Attachments: 2 source=SIGNEDASSN#page1.tif source=SIGNEDASSN#page2.tif	

OP \$40.00 11848663

PATENT

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REEL: 020100 FRAME: 0758

ASSIGNMENT

For good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, we the undersigned James L. McBride of Windham, Maine, and Thomas A. Pike of Saco, Maine hereby:

Sell, assign and transfer to Hannaford Licensing Corp., a corporation having a principal place of business at 145 Pleasant Hill Road, Scarborough, Maine 04074 US, its successors, assigns and legal representatives, all hereinafter referred to as the Assignee, the entire right, title and interest for the United States and all countries throughout the world, in and to any inventions which are disclosed in the continuation-in-part application for United States Letters Patent filed in the United States Patent and Trademark Office herewith entitled "SYSTEM TO STORE AND ACCESS INFORMATION USED TO SCORE, GROUP AND PRESENT NUTRITIONAL VALUES OF FOOD PRODUCTS" filed on August 31, 2007, serial no. 11/848,663, and in said application and all divisional, continuing, substitute, renewal, reissue and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said inventions; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said inventions including the right to apply for patent rights in each foreign country and all rights to priority;

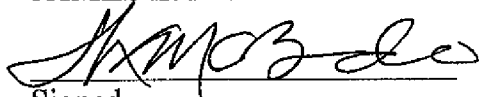
Agree that said Assignee may apply for and receive Letters Patent for said inventions in its own name; and when requested, without charge to but at the expense of said Assignee, agree to carry out in good faith the intent and purpose of this assignment by executing all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said inventions, by executing all rightful oaths, assignments, powers of attorney and other papers, by communicating to said Assignee all facts known to us relating to said inventions and the history thereof, and generally by doing everything possible which said Assignee shall consider desirable for aiding in securing and maintaining proper patent protection for said inventions and for vesting title to said inventions and all applications for patents and all patents on said inventions, in said Assignee;

Request the Honorable Commissioner of Patents and Trademarks to issue said Letters Patent to said Assignee;

Authorize and request Chris A. Caseiro, Registration Number 34,304, to supply any missing application identification information or correct any errors in the application identification information provided above, whether discovered prior to or after recordation; and

Covenant with said Assignee that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us, and that the full right to convey the same as herein expressed is possessed by us.


JAMES L. MCBRIDE



Signed

Date: 10/2/07

THOMAS A. PIKE



Signed

Date: 10/03/2007

PATENT

REEL: 020100 FRAME: 0759

Executed by James L. McBride this 2nd day of October, 2007.

STATE/~~COMMONWEALTH OF~~ Maine)
COUNTY OF Cumberland) SS

Before me personally appeared said James L. McBride and acknowledged the execution of the foregoing instrument to be his free act and deed on the date identified hereinabove.

MICHELLE M. POWELL
Notary Public, Maine
My Commission Expires April 8, 2013

Michelle M. Powell
Notary Public
My Commission expires: _____

Executed by Thomas A. Pike this 3rd day of October, 2007.

STATE/~~COMMONWEALTH OF~~ Maine)
COUNTY OF Cumberland) SS

Before me personally appeared said Thomas A. Pike and acknowledged the execution of the foregoing instrument to be his free act and deed on the date identified hereinabove.

MICHELLE M. POWELL
Notary Public, Maine
My Commission Expires April 8, 2013

Michelle M. Powell
Notary Public
My Commission expires: _____