

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>Shree Dandekar</td> <td>04/10/2008</td> </tr> <tr> <td>Bogdan Odulinski</td> <td>04/10/2008</td> </tr> </tbody> </table>		Name	Execution Date	Shree Dandekar	04/10/2008	Bogdan Odulinski	04/10/2008
Name	Execution Date						
Shree Dandekar	04/10/2008						
Bogdan Odulinski	04/10/2008						
<b>RECEIVING PARTY DATA</b>							
<b>Name:</b>	Dell Products L.P.						
<b>Street Address:</b>	One Dell Way						
<b>City:</b>	Round Rock						
<b>State/Country:</b>	TEXAS						
<b>Postal Code:</b>	78682						
<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>12102271</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12102271		
Property Type	Number						
Application Number:	12102271						
<b>CORRESPONDENCE DATA</b>							
<b>Fax Number:</b>	(214)200-0853						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
<b>Phone:</b>	214-651-5000						
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<b>Correspondent Name:</b>	HAYNES AND BOONE, LLP						
<b>Address Line 1:</b>	901 Main Street						
<b>Address Line 2:</b>	Suite 3100						
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<b>ATTORNEY DOCKET NUMBER:</b>	16356.1107 (DC-14553)						
<b>NAME OF SUBMITTER:</b>	Bart A. Fisher						
<b>Total Attachments: 2</b> source=163561107Assignment#page1.tif source=163561107Assignment#page2.tif							

**CH \$40.00 12102271**

**ASSIGNMENT**

WHEREAS, we,

- |     |                  |                                      |
|-----|------------------|--------------------------------------|
| (1) | Shree Dandekar   | City of Round Rock<br>State of Texas |
| (2) | Bogdan Odulinski | City of Austin<br>State of Texas     |

have invented certain improvements in a

**POINT OF SALE PERSONALIZATION OF AN INFORMATION HANDLING SYSTEM**

and executed a United States patent application filed on April 14, 2008, and assigned application Serial No. 12/102,271.

WHEREAS, we authorize the attorney of record to update this document to include Patent Office information as deemed necessary (i.e., filing date, serial number, etc.);

WHEREAS, DELL PRODUCTS L.P., a Texas limited partnership having a place of business at One Dell Way, Round Rock, Texas 78682-2244 (hereinafter called DELL), desires to acquire the entire right, title and interest in the application and invention, and to any United States and foreign patents to be obtained therefore;

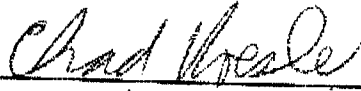
NOW, THEREFORE, for a valuable consideration, receipt whereof is hereby acknowledged, we, the above named, hereby acknowledge our prior existing obligation and hereby sell, assign, transfer to DELL, its successors and assigns, the entire right, title, and interest in the application and invention therein disclosed for the United States and foreign countries, to and under the said improvements, and the said application and all divisionals, renewals, continuing applications thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and all applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals, and reissues thereof, and all prior patents and patent applications from which a filing priority of the above-described patent application may be obtained, including the right to collect past damages; and we request the Commissioner of Patents to issue any Letters Patent granted upon the invention set forth in the application to DELL, its successors and assigns; and we hereby agree that DELL may apply for foreign Letters Patent on the invention and we will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by DELL.

(1)

Signed By:   
Shree Dandekar

4/10/2008


Date

Witnessed By:   
Name: Chad Roesle

4/10/2008

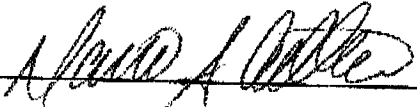
Date

(2)

Signed By:   
Bogdan Odulinski

4/10/2008

Date

Witnessed By:   
Name: MARK A COLLINS

4-10-2008

Date