


Form PTO-1595 (Rev. 07/05)
OMB No. 0651-0027 (exp. 6/30/2008)

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1. Name of conveying party(ies) Mark E. Keeton, May 14, 2008 Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		2. Name and address of receiving party(ies) Name: <u>NCR Corporation</u> Internal Address: <u>Law Department</u> Street Address: <u>1700 South Patterson Blvd.</u> City: <u>Dayton</u> State: <u>Ohio</u> Country: <u>USA</u> Zip: <u>45479</u> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
3. Nature of conveyance/Execution Date(s): Execution Date(s) <u>May 14, 2008</u> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input type="checkbox"/> Other _____		4. Application or patent number(s): <input type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s) <u>11/968, 114</u> B. Patent No.(s) Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
5. Name and address to whom correspondence concerning document should be mailed: Name: <u>Charles Q. Maney</u> Internal Address: <u>Law Department</u> Street Address: <u>1700 South Patterson Blvd.</u> City: <u>Dayton</u> State: <u>Ohio</u> Zip: <u>45069</u> Phone Number: (937) 445-3849 Fax Number: (937) 445-6794 Email Address: _____		6. Total number of applications and patents involved: <u>1</u> 7. Total fee (37 CFR 1.21(h) & 3.41) \$ <u>40.00</u> <input type="checkbox"/> Authorized to be charged by credit card <input checked="" type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title)	
9. Signature: <u></u> Signature <u>Charles Q. Maney</u> Name of Person Signing		8. Payment Information a. Credit Card Last 4 Numbers _____ Expiration Date _____ b. Deposit Account Number <u>14 0225</u> Authorized User Name <u>Charles Q. Maney</u> Total number of pages including cover sheet, attachments, and documents: <u>2</u>	

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ASSIGNMENT OF UNITED STATES PATENT APPLICATION

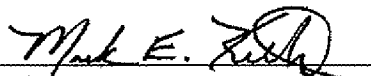
WHEREAS, I, MARK E. KEETON, of Kettering, OH, have invented certain new and useful improvements in HEAT-ACTIVATED LINERLESS LABEL, Docket No. 13397, for which I have filed an application for Letters Patent of the United States on December 31, 2007, Serial Number 11/968,114; and

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, I 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, I agree that I will communicate to said NCR Corporation, or its representatives, any facts known to me 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 said 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.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 14th day of May, 2008.



Mark E. Keeton