

# 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 style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>William Richard Burdwood</td> <td>04/14/2009</td> </tr> <tr> <td>Jonathon Bruce Lanham</td> <td>04/14/2009</td> </tr> <tr> <td>George Mcconnell Davison III</td> <td>04/14/2009</td> </tr> <tr> <td>Peter Arthur Meier</td> <td>04/14/2009</td> </tr> <tr> <td>Colin Derek Curry</td> <td>04/14/2009</td> </tr> <tr> <td>Jason Reed Rogge</td> <td>04/14/2009</td> </tr> </tbody> </table>		Name	Execution Date	William Richard Burdwood	04/14/2009	Jonathon Bruce Lanham	04/14/2009	George Mcconnell Davison III	04/14/2009	Peter Arthur Meier	04/14/2009	Colin Derek Curry	04/14/2009	Jason Reed Rogge	04/14/2009
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>Phoenix Intangibles Holding Company</td> </tr> <tr> <td><b>Street Address:</b></td> <td>Two Greenville Crossing, 4005 Kennett Pike, Suite 220</td> </tr> <tr> <td><b>City:</b></td> <td>Greensville</td> </tr> <tr> <td><b>State/Country:</b></td> <td>DELAWARE</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>19807</td> </tr> </table>		<b>Name:</b>	Phoenix Intangibles Holding Company	<b>Street Address:</b>	Two Greenville Crossing, 4005 Kennett Pike, Suite 220	<b>City:</b>	Greensville	<b>State/Country:</b>	DELAWARE	<b>Postal Code:</b>	19807				
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<b>CORRESPONDENCE DATA</b>															
<p>Fax Number: (412)566-6099</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 412.566.6000</p> <p>Email: ipmail@eckertseamans.com</p> <p>Correspondent Name: ECKERT SEAMANS CHERIN &amp; MELLOTT</p> <p>Address Line 1: 600 GRANT STREET</p> <p>Address Line 2: 44TH FLOOR</p> <p>Address Line 4: PITTSBURGH, PENNSYLVANIA 15219</p>															
<b>ATTORNEY DOCKET NUMBER:</b>	076021-792														

OP \$40.00 12434232

**500849993**

**PATENT**  
**REEL: 022627 FRAME: 0430**

NAME OF SUBMITTER:

Stephen A. Bucchianeri

**Total Attachments: 7**

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*Assignment*

WHEREAS, WE, **WILLIAM RICHARD BURDWOOD**, residing at 10213 Country Manor Lane, Wexford, Pennsylvania 15090; **GEORGE MCCONNELL DAVISON III**, residing at 452 Dorseyville Road, Pittsburgh, Pennsylvania 15215; **PETER ARTHUR MEIER**, residing at 1108 Linden Place, Pittsburgh, Pennsylvania 15212; **JASON REED ROGGE**, residing at 120 Pleasant Valley Blvd., Belle Vernon, Pennsylvania 15012; **COLIN DEREK CURRY**, residing at 101 Chalet Drive, Pittsburgh, Pennsylvania 15221; and **JONATHON BRUCE LANHAM**, residing at 817 8<sup>th</sup> Avenue, Brackenridge, Pennsylvania 15014, have invented certain new and useful improvements in **SHOPPING CART** for which we are about to make application for Letters Patent of the United States; and

AND WHEREAS **Phoenix Intangibles Holding Company**, a Delaware corporation, having an address of **Two Greenville Crossing, 4005 Kennett Pike, Suite 220, Greenville, Delaware 19807**, hereinafter called the "assignee", is desirous of acquiring the entire right, title, and interest in and to said application and the inventions and improvements therein disclosed;

NOW, THEREFORE, for and in consideration of continued employment and/or other undertakings and/or other good and valuable consideration, receipt of which is hereby acknowledged, we, **WILLIAM RICHARD BURDWOOD; GEORGE MCCONNELL DAVISON III; PETER ARTHUR MEIER; JASON REED ROGGE; COLIN DEREK CURRY; and JONATHON BRUCE LANHAM** by these presents do sell, assign, and transfer unto said **PHOENIX INTANGIBLES HOLDING COMPANY**, its successors and assigns, the full and exclusive right in the United States of America and all foreign countries to the said invention as described in the specification executed by us on the 14<sup>th</sup> of April, 2009; 14<sup>th</sup> of April, 2009; 14<sup>th</sup> of April, 2009; 14<sup>th</sup> of April, 2009; 14<sup>th</sup> of April, 2009; 14<sup>th</sup> of April, 2009, respectively, (and we hereby authorize our attorneys, authorized to prosecute said application, to here insert the filing date and Serial No. of the said application, as soon as it is known, Serial No. 12/434,232, Filed May 1st, 2009, preparatory to obtaining Letters Patent of the United States therefor); said invention, all applications for Letters Patent and all Letters Patent therefor, to be held and enjoyed by the said **PHOENIX INTANGIBLES HOLDING COMPANY**, for its own use and behoof and for its legal representatives, to the full end of the term for which said Letters Patent are granted, as fully and entirely as the same would have been held by us had this Assignment and sale not been made; and we hereby covenant and agree to execute all instruments or documents required or requested for the making and prosecution of applications for Letters Patent of the United States of America and all foreign countries or, for litigation regarding, or for the purpose of protecting title to the said invention or Letters Patent therefor for the benefit of our assignee without further or other compensation than that above set forth; and we hereby request the Commissioner of Patents and Trademarks to issue said Letters Patent to **PHOENIX INTANGIBLES HOLDING COMPANY**, as assignee thereof.

The Commissioner of Patents and Trademarks is requested to issue such Letters Patent in accordance herewith. We covenant that we are the lawful owner of the said application, inventions, and improvements, that the same are unencumbered,

that no license has been granted to make, use, or vend the said inventions or improvements or any of them, and that we have the full right to make this assignment.

And for the consideration aforesaid, we agree that we will communicate to said assignee or the representatives thereof any facts known to us respecting said inventions and improvements, and will, upon request, but without expense to us, testify in any legal proceedings, sign all lawful papers, execute all divisional, reissue, continuation, continuations-in-part, re-examinations, renewal, substitute or extension applications, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by said assignee or by counsel for said assignee, to assist or enable said assignee to obtain and enforce full benefits from the rights and interest herein assigned. This assignment shall be binding upon our heirs, executors, administrators, and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of said assignee.

EXECUTED April 14, 2009

*William Richard Burdwood*  
(SEAL)  
**WILLIAM RICHARD BURDWOOD**

State of Pennsylvania :  
County of Allegheny : ss.

Before me, a Notary Public in and for the said County and State, personally appeared **WILLIAM RICHARD BURDWOOD**, who acknowledged that he/she is the person who executed the foregoing assignment and acknowledged it to be his/her free and voluntary act and deed.

Witness my hand and notarial seal this 14<sup>th</sup> day of April, 2009.

*D. Diane Nagy*  
Notary Public

(NOTARIAL SEAL)

COMMONWEALTH OF PENNSYLVANIA  
Notarial Seal  
D. Diane Nagy, Notary Public  
O'Hara Twp., Allegheny County  
My Commission Expires March 22, 2012  
Member, Pennsylvania Association of Notaries

EXECUTED April 14, 2009

 (SEAL)  
**JONATHON BRUCE LANHAM**

State of Pennsylvania :  
County of Allegheny : : ss.

Before me, a Notary Public in and for the said County and State, personally appeared **JONATHON BRUCE LANHAM**, who acknowledged that he/she is the person who executed the foregoing assignment and acknowledged it to be his/her free and voluntary act and deed.

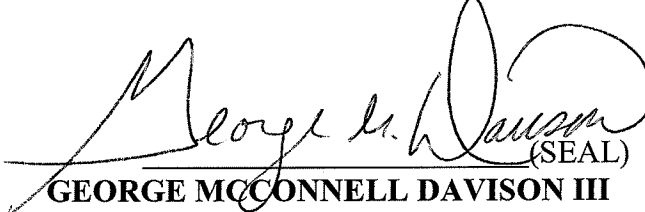
Witness my hand and notarial seal this 14<sup>th</sup> day of April, 2009.

  
Notary Public

(NOTARIAL SEAL)

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D. Diane Nagy, Notary Public  
O'Hara Twp., Allegheny County  
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EXECUTED April 14, 2009

  
(SEAL)  
**GEORGE MCCONNELL DAVISON III**

State of Pennsylvania :  
County of Allegheny : : ss.

Before me, a Notary Public in and for the said County and State, personally appeared **GEORGE MCCONNELL DAVISON III**, who acknowledged that he/she is the person who executed the foregoing assignment and acknowledged it to be his/her free and voluntary act and deed.

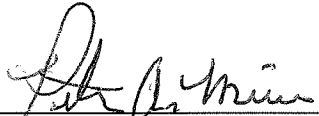
Witness my hand and notarial seal this 14th day of April, 2009.

  
Notary Public

(NOTARIAL SEAL)

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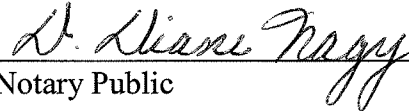
EXECUTED April 14, 2009

 (SEAL)  
**PETER ARTHUR MEIER**

State of Pennsylvania :  
County of Allegheny : : ss.

Before me, a Notary Public in and for the said County and State, personally appeared **PETER ARTHUR MEIER**, who acknowledged that he/she is the person who executed the foregoing assignment and acknowledged it to be his/her free and voluntary act and deed.

Witness my hand and notarial seal this 14<sup>th</sup> day of April, 2009.

  
Notary Public

(NOTARIAL SEAL)

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Notarial Seal  
D. Diane Nagy, Notary Public  
O'Hara Twp., Allegheny County  
My Commission Expires March 22, 2012  
Member, Pennsylvania Association of Notaries

EXECUTED April 14, 2009



(SEAL)  
**COLIN DEREK CURRY**

State of Pennsylvania :  
County of Allegheny : : ss.

Before me, a Notary Public in and for the said County and State, personally appeared **COLIN DEREK CURRY**, who acknowledged that he/she is the person who executed the foregoing assignment and acknowledged it to be his/her free and voluntary act and deed.

Witness my hand and notarial seal this 14<sup>th</sup> day of April, 2009.

  
Notary Public

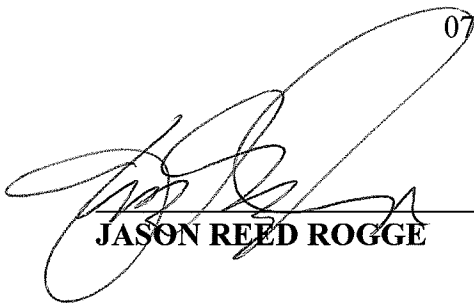
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**COMMONWEALTH OF PENNSYLVANIA**

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My Commission Expires March 22, 2012  
Member, Pennsylvania Association of Notaries




EXECUTED April 14, 2009

  
(SEAL)  
**JASON REED ROGGE**

State of Pennsylvania :  
County of Allegheny : ss.

Before me, a Notary Public in and for the said County and State, personally appeared **JASON REED ROGGE**, who acknowledged that he/she is the person who executed the foregoing assignment and acknowledged it to be his/her free and voluntary act and deed.

Witness my hand and notarial seal this 14<sup>th</sup> day of April, 2009.

  
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