

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNMENT														
CONVEYING PARTY DATA															
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Mr. Brett Bracewell Bonner</td><td>06/08/2009</td></tr><tr><td>Mr. Christopher Todd Hjelm</td><td>06/08/2009</td></tr><tr><td>Mr. Titus Arthur Jones</td><td>06/09/2009</td></tr><tr><td>Mr. Gregory Michael Menz</td><td>06/08/2009</td></tr><tr><td>Mr. John Edward Osborne II</td><td>06/08/2009</td></tr><tr><td>Mr. Dion Brent Perkins</td><td>06/08/2009</td></tr></tbody></table>		Name	Execution Date	Mr. Brett Bracewell Bonner	06/08/2009	Mr. Christopher Todd Hjelm	06/08/2009	Mr. Titus Arthur Jones	06/09/2009	Mr. Gregory Michael Menz	06/08/2009	Mr. John Edward Osborne II	06/08/2009	Mr. Dion Brent Perkins	06/08/2009
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Mr. Christopher Todd Hjelm	06/08/2009														
Mr. Titus Arthur Jones	06/09/2009														
Mr. Gregory Michael Menz	06/08/2009														
Mr. John Edward Osborne II	06/08/2009														
Mr. Dion Brent Perkins	06/08/2009														
RECEIVING PARTY DATA															
Name:	The Kroger Co.														
Street Address:	1014 Vine Street														
City:	Cincinnati														
State/Country:	OHIO														
Postal Code:	45202														
PROPERTY NUMBERS Total: 1															
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12481816</td></tr></tbody></table>		Property Type	Number	Application Number:	12481816										
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Application Number:	12481816														
CORRESPONDENCE DATA															
Fax Number: (513)746-2828															
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
Phone:	513 762 5556														
Email:	tpcesq@fuse.net														
Correspondent Name:	Theodore P. Cummings, Attorney at law														
Address Line 1:	1600 Scripps Center, 312 Walnut Street														
Address Line 4:	Cincinnati, OHIO 45202														
ATTORNEY DOCKET NUMBER:	2009004														
NAME OF SUBMITTER:	Theodore P. Cummings, Esq.														

OP \$40.00 12481816

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PATENT
REEL: 022806 FRAME: 0359

Total Attachments: 6

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ASSIGNMENT of Attorney Docket No. 2009004

(1-8)	Insert	(1)	<u>Brett Bracewell Bonner</u>	(5)	<u>John Edward Osborne, II</u>
	Names(s) of	(2)	<u>Christopher Todd Hjelm</u>	(6)	<u>Dion Brent Perkins</u>
	Inventor(s)	(3)	<u>Titus Arthur Jones</u>	(7)	
		(4)	<u>Gregory Michael Menz</u>	(8)	

In consideration of the sum of one dollar (\$1.00) and/or other good and valuable consideration paid to each of the undersigned, each undersigned agrees to assign, and hereby does assign, transfer and set over to

(9)	Insert Name of Assignee	(9)	<u>The Kroger Co.</u>
(10)	Insert Address of Assignee	(10)	<u>1014 Vine Street, Cincinnati, OH 45202</u>

(hereinafter designated as the Assignee) and Assignee's heirs, successors, assigns and legal representatives, the entire right, title and interest for the United States of America as defined in 35 U.S.C. §100, in the invention, and in all application for patent including any and all provisional, non-provisional, divisional, continuation, substitute, and reissue application(s), and all Letter Patent, extensions, reissues and reexamination certificates that may be granted on this invention known as

(11)	Insert Identification Such as Title, Case Number, or Foreign Application Number	(11)	<u>System of Acquiring Shopper Insights and Influencing Shopper Purchase Decisions</u>
			<u>Attorney Docket No. 2009004</u>

For which the undersigned has (have) executed an application for patent in the United States of America on even date herewith or

(12)	Insert Date of Filing of Application	(12)	<u></u>
(13)	Alternative Identification for Filed Application	(13)	<u></u>

1) Each undersigned agrees to execute all papers necessary in connection with any application and any continuing, divisional or reissue applications for the invention, international PCT applications, foreign applications, and any patent(s) issuing thereon, and also to execute separate assignments in connection with such applications and patents as the Assignee may deem necessary.

2) Each undersigned agrees to execute all papers necessary in connection with any interference which may be declared concerning any application or continuation or division thereof, or any patent or reissue application based thereon, for the invention, and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

3) Each undersigned agrees to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

4) Each undersigned agrees to perform all affirmative acts which may be necessary to obtain, maintain or confirm by reissue or reexamination a grant of a valid United States patent to the Assignee.

5) Each undersigned authorizes and requests the Director of Patents to issue any and all Letters Patents of the United States resulting from said application(s) to the said Assignee, as Assignee of the entire interest, and covenants that he has full rights to convey the entire interest herein assigned, and

that he has not executed, and will not execute, any agreements in conflict herewith, and agrees that this assignment is binding on him and his heirs, successors, assigns and legal representatives.

6) Each undersigned hereby grants THE LAW OFFICES OF THEODORE P. CUMMINGS, LLC the power to insert on this assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

Date 6/8/2009 Inventor Signature: Brett Bracewell Bonner (SEAL)
Brett Bracewell Bonner

Date _____ Inventor Signature: _____ (SEAL)
Christopher Todd Hjelm

Date _____ Inventor Signature: _____ (SEAL)
Titus Arthur Jones

Date June 8, 2009 Inventor Signature: Gregory Michael Menz (SEAL)
Gregory Michael Menz

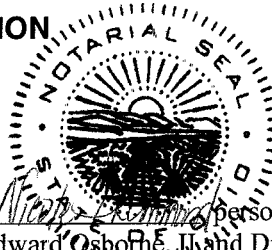
Date 6/8/09 Inventor Signature: John Edward Osborne, II (SEAL)
John Edward Osborne, II

Date 6/8/2009 Inventor Signature: Dion Brent Perkins (SEAL)
Dion Brent Perkins

NOTARIZATION

State of OHIO)
County of HAMILTON)

SS.



LAKYSHA N. DRUMMOND
NOTARY PUBLIC
STATE OF OHIO
Recorded in
Hamilton County
My Comm. Exp. 4/8/14

On this 8th day of June, 2009, before me, Lakysha N. Drummond, personally appeared Brett Bracewell Bonner, Gregory Michael Menz, John Edward Osborne, II and Dion Brent Perkins and personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

Notary Public Signature: Lakysha N. Drummond

Notary Public Printed Name: Lakysha N. Drummond

ASSIGNMENT of Attorney Docket No. 2009004

(1-8)	Insert	(1)	<u>Brett Bracewell Bonner</u>	(5)	<u>Gregory Michael Menz</u>
	Names(s) of	(2)	<u>Christopher Todd Hjelm</u>	(6)	<u>John Edward Osborne, II</u>
	Inventor(s)	(3)	<u>Titus Arthur Jones</u>	(7)	<u>Dion Brent Perkins</u>
		(4)	<u>Michael Aaron Jordan</u>	(8)	

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(9)	Insert Name of Assignee	(9)	<u>The Kroger Co.</u>
(10)	Insert Address of Assignee	(10)	<u>1014 Vine Street, Cincinnati, OH 45202</u>

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(11)	Insert Identification Such as Title, Case	(11)	<u>System of Acquiring Shopper Insights and Influencing</u>
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that he has not executed, and will not execute, any agreements in conflict herewith, and agrees that this assignment is binding on him and his heirs, successors, assigns and legal representatives.

6) Each undersigned hereby grants THE LAW OFFICES OF THEODORE P. CUMMINGS, LLC the power to insert on this assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

Date	_____	Inventor Signature:	_____	(SEAL)
			Brett Bracewell Bonner	
Date	6-8-09	Inventor Signature:	_____	(SEAL)
			Christopher Todd Hjelm	
Date	_____	Inventor Signature:	_____	(SEAL)
			Titus Arthur Jones	
Date	_____	Inventor Signature:	_____	(SEAL)
			John Edward Osborne, II	
Date	_____	Inventor Signature:	_____	(SEAL)
			Dion Brent Perkins	
Date	_____	Inventor Signature:	_____	(SEAL)
			Michael Aaron Jordan	
Date	_____	Inventor Signature:	_____	(SEAL)
			Gregory Menz	

NOTARIZATION

State of Ohio)
)
County of Hamilton) ss.

On this 8th day of June, 2009, before me, Martha Cutright Sarra, personally appeared Christopher Todd Hjelm personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

Notary Public Signature Martha Cutright Sarra
Notary Public Printed Name: Martha Cutright Sarra

MARTHA CUTRIGHT SARRA, Attorney at Law
Notary Public, State of Ohio
My Commission has no expiration date
Section 147.03 O R C

ASSIGNMENT of Attorney Docket No. 2009004

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	Names(s) of	(2)	<u>Christopher Todd Hjelm</u>	(6)	<u>Dion Brent Perkins</u>
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In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

Date _____ Inventor Signature: _____ (SEAL)
Brett Bracewell Bonner

Date _____ Inventor Signature: _____ (SEAL)
Christopher Todd Hjelm

Date June 9, 2009 Inventor Signature: _____ (SEAL)
Titus Arthur Jones

Date _____ Inventor Signature: _____ (SEAL)
Gregory Michael Menz

Date _____ Inventor Signature: _____ (SEAL)
John Edward Osborne, II

Date _____ Inventor Signature: _____ (SEAL)
Dion Brent Perkins

NOTARIZATION

State of New Mexico)
County of Bernalillo) SS.

On this 9 day of June, 2009, before me, Titus Arthur Jones personally appeared Titus Arthur Jones proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

Notary Public Signature Michelle Gonzales
Notary Public Printed Name: Michelle Gonzales

