

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Herb Sorensen	09/25/2009
RECEIVING PARTY DATA	
Name:	Sorensen Associates Inc
Street Address:	999 NW Frontage Road
City:	Troutdale
State/Country:	OREGON
Postal Code:	97060
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	10667213
Application Number:	10989828
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	SNS307 & SNS306
NAME OF SUBMITTER:	Angie C. Farr
Total Attachments: 2 source=Executed Assignment from Sorensen 9-25-09#page1.tif source=Executed Assignment from Sorensen 9-25-09#page2.tif	

CH \$80.00 10667213

ASSIGNMENT

I, Herb Sorensen of Troutdale, Oregon has invented the inventions indicated in the attached Exhibit A;

WHEREAS, Sorensen Associates Inc ("Assignee"), a corporation, having its principal place of business in Troutdale, Oregon, is desirous of acquiring an interest therein;

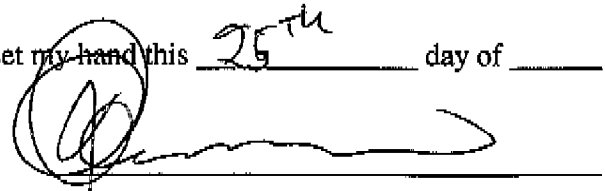
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, the above named inventor, have sold, assigned, and transferred, and by these presents do sell, assign, and transfer unto Assignee, the full and exclusive right to the inventions attached as Exhibit A, in the United States and its territorial possessions and in all foreign countries, and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States and its territorial possessions and in any and all foreign countries, and in and to any and all divisions, reissues, continuations and extensions thereof.

I hereby authorize and request the Patent Office officials in the United States and any and all foreign countries to issue any and all of said Letters Patent, when granted, to Assignee, as the assignee of my entire right, title and interest in and to the same, for the sole use of the Assignee, its successors and assigns.

Further, I agree that I will communicate to Assignee, 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 Assignee, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper protection for said invention in the United States and in any and all foreign countries.

IN TESTIMONY WHEREOF, I have hereunto set my hand on the dates indicated below.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 25th day of September, 2009.



Herb Sorensen

Exhibit A

1. U.S. Patent Application Serial No. 10/667,213 filed on September 19, 2003, entitled "Shopping Environment Analysis System and Method with Normalization."
2. U.S. Patent Application Serial No. 10/989,828 filed on November 15, 2004, entitled "Video Shopper Tracking System and Method."