

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Maurice K. Chu	11/05/2009
James M. A. Begole	11/05/2009
RECEIVING PARTY DATA	
Name:	Palo Alto Research Center Incorporated
Street Address:	3333 Coyote Hill Road
City:	Palo Alto
State/Country:	CALIFORNIA
Postal Code:	94304
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12614922
CORRESPONDENCE DATA	
Fax Number:	(530)759-1665
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	530-759-1663
Email:	edward@parklegal.com
Correspondent Name:	Edward J. Grundler
Address Line 1:	Park, Vaughan & Fleming, LLP
Address Line 2:	2820 Fifth Street
Address Line 4:	Davis, CALIFORNIA 95618
ATTORNEY DOCKET NUMBER:	PARC-20090228-US-NP
NAME OF SUBMITTER:	Edward J. Grundler, Reg. No. 47,615
Total Attachments: 1 source=PARC-20090228-US-NP_Assignment#page1.tif	

CH \$40.00 12614922

501010517

PATENT
REEL: 023492 FRAME: 0073

ASSIGNMENT**Attorney Docket No.: PARC-20030228-US-NP**

The undersigned is/are the named inventor(s) (the "Inventor(s)") on a United States patent application entitled

SENSOR-INTEGRATED MIRROR FOR DETERMINING CONSUMER SHOPPING BEHAVIOR

(the "Application") for inventions disclosed or claimed therein (the "Invention(s)"), which Application:

- ☐ is being executed concurrently herewith,
☐ was first executed on _____
☒ was filed on 09 November 2009 as Application Number
☐ claims the benefit of U.S. Provisional Application(s) No(s).

12/6/4,922
filed .

Palo Alto Research Center Incorporated a Delaware Corporation, on behalf of itself, its successors and it assigns, and its legal representatives (PARC) is entitled to all rights in the Application and the Invention(s), and the full cooperation of the Inventor(s).

For valuable consideration, the receipt of which is hereby acknowledged, the Inventor(s) hereby sell(s), assign(s), and transfer(s) to PARC the entire and exclusive right, title and interest in the Application and the Invention(s) in and for the United States, its territories, and all foreign countries, including all applications, patents, design registrations and publications obtained or derived therefrom, world wide, and all priority rights under all present or future conventions and treaties, and any provisional applications for which priority is claimed in the Application; and

- (1) request the U.S. Commissioner of Patents to issue all U.S. Letters Patent granted thereon to PARC;
- (2) agree that PARC may apply for and receive all foreign Letters Patent thereon;
- (3) agree to execute all papers and take all actions necessary or desirable in connection therewith requested by PARC; and
- (4) authorize PARC to subsequently enter the Application Number on this Assignment, if not already entered above.

Maurice K. Chu

Maurice K. Chu
Date 11/5/09

James M. A. Begole

James M. A. Begole
Date 5 Nov 2009

Date _____

Date _____