

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jonathan Otto	11/12/2009
Andrew Van Luchene	11/03/2009
RECEIVING PARTY DATA	
Name:	RetailDNA, LLC
Street Address:	1200 N. Dixie Highway
City:	Lake Worth
State/Country:	FLORIDA
Postal Code:	33460
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12618232
CORRESPONDENCE DATA	
Fax Number:	(716)626-0366
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 1:	5555 MAIN STREET
Address Line 4:	WILLIAMSVILLE, NEW YORK 14221-5406
ATTORNEY DOCKET NUMBER:	RETP102WUS
NAME OF SUBMITTER:	Chester Paul Maliszewski
<p>Total Attachments: 4</p> <p>source=RETP102WUS_Assignment-JO#page1.tif</p> <p>source=RETP102WUS_Assignment-JO#page2.tif</p> <p>source=RETP102WUS_Assignment-VanLuchene#page1.tif</p>	

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PATENT
REEL: 023516 FRAME: 0454

Assignment of Rights, Title and Interest in Invention (Multiple inventors; single assignee)	Docket Number
	RETP102WUS

Docket Number
RETP102WUS

RETP102WUS

Assign e Information

Name	RetailDNA, LLC		
Address (line 1)	1200 N. Dixie Highway		
Address (line 2)			
City	Lake Worth	State	Florida
Country	United States of America	Postal Code	33460
Title of Invention:			
SELF LEARNING METHOD AND SYSTEM TO PROVIDE AN ALTERNATE OR ANCILLARY PRODUCT CHOICE IN RESPONSE TO A PRODUCT SELECTION			

This is an Assignment of the following rights, title and interest: (check all that apply):

- ☒ United States of America rights, title and interest in the invention
- ☒ Foreign rights, title and interest in the invention
- ☐ United States Patent Application Serial No. _____
- Date of Execution: _____ Date of Filing: _____
- ☐ United States Provisional Patent Application Serial No. _____
- ☐ United States Patent No(s). _____
- ☐ International (PCT) Patent Application Serial No. _____
- ☐ Other (specify) _____

Inventors (assignors)

[illegible]

Assignment of Rights, Title and Interest in Invention
(Multiple inventors; single assignee)

Docket Number

RETP102WUS

Whereas, we, the above-identified Inventors, have invented certain new and useful improvements in the Invention identified above and described in the above-identified patent application(s) and/or patent(s) (hereinafter referred to as "Invention");

And, whereas we desire to assign our above-identified rights, title and interest in the Invention to the above-identified Assignee;

Now, this indenture witnesseth, that for good and valuable consideration, the receipt whereof is hereby acknowledged;

We hereby assign, sell and transfer our above-identified rights, title and interest in said Invention, said application (s) as identified above, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted or have granted for said Invention and in and to any and all reissues and reexaminations thereof, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;

And we hereby authorize and request the Director of the United States Patent and Trademark Office to issue any United States Letters Patent which may issue for said Invention to said Assignee, as assignee of the whole right, title and interest thereto;

And we further agree to sign and execute all necessary and lawful future documents, including applications for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or issues of any Letters Patent which may be granted for my aforesaid Invention, as the Assignee or its Designee(s) may from time to time require and prepare at its own expense.

Inventors' Signatures (if Notarization is desired, do not sign here and proceed to next page)

Name

Signature/Date

Jonathan OTTO

Andrew VAN LUCHENE



11/12/09

Assignment of Rights, Title and Interest in Invention
(Multiple inventors; single assignee)

Docket Number

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Jonathan OTTO

Andrew VAN LUCHENE

 11/3/09