

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	ASSIGNMENT																
CONVEYING PARTY DATA																	
<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>Gregory B. Arnold</td><td>05/27/2010</td></tr> <tr><td>James A. Makley</td><td>05/27/2010</td></tr> <tr><td>John D. Mistyurik</td><td>05/27/2010</td></tr> <tr><td>C. Nelson Tharp</td><td>05/27/2010</td></tr> <tr><td>Jason R. Phillips</td><td>05/27/2010</td></tr> <tr><td>Ivan Huber</td><td>05/27/2010</td></tr> <tr><td>Kit Zhang</td><td>05/27/2010</td></tr> </tbody> </table>		Name	Execution Date	Gregory B. Arnold	05/27/2010	James A. Makley	05/27/2010	John D. Mistyurik	05/27/2010	C. Nelson Tharp	05/27/2010	Jason R. Phillips	05/27/2010	Ivan Huber	05/27/2010	Kit Zhang	05/27/2010
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Name:</td><td>Avery Dennison Retail Information Services, LLC</td></tr> <tr><td>Street Address:</td><td>150 N. Orange Grove Blvd.</td></tr> <tr><td>City:</td><td>Pasadena</td></tr> <tr><td>State/Country:</td><td>CALIFORNIA</td></tr> <tr><td>Postal Code:</td><td>91103</td></tr> </table>		Name:	Avery Dennison Retail Information Services, LLC	Street Address:	150 N. Orange Grove Blvd.	City:	Pasadena	State/Country:	CALIFORNIA	Postal Code:	91103						
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CORRESPONDENCE DATA																	
<p>Fax Number: (937)865-6778</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 937-865-2012</p> <p>Email: sandi.schlegel@averydennison.com</p> <p>Correspondent Name: Avery Dennison Corporation</p> <p>Address Line 1: Attn: John Cornely</p> <p>Address Line 2: 170 MONARCH LANE</p> <p>Address Line 4: MIAMISBURG, OHIO 45342</p>																	
ATTORNEY DOCKET NUMBER:	4948-US																

OP \$40.00 29362603

501189323

PATENT
REEL: 024451 FRAME: 0843

NAME OF SUBMITTER:

Sandi Schlegel

Total Attachments: 4

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ASSIGNMENT

In consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we the undersigned

Gregory B. Arnold
James A. Makley
John D. Mistyurik
C. Nelson Tharp
Jason R. Phillips
Ivan Huber
Kit Zhang

do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto Avery Dennison Retail Information Services LLC (hereinafter "ASSIGNEE"), a Nevada Limited Liability Company, with its principal place of business at 150 N. Orange Grove Blvd., Pasadena, CA 91103-3596, and its successors, legal representatives and assigns, our entire right, title, and interest throughout the world, in, to and under the inventions in

HAND-HELD PORTABLE PRINTER

set forth in the application for the United States Letters Patent filed on May 27, 2010 and assigned Serial No. 29/362603, and all provisional applications relating thereto, and all divisions, renewals, substitutes, continuations and Convention applications based in whole or in part thereof, and any and all Letters Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all rights of priority under International Conventions and applications for Letters Patents which may hereafter be filed for in any country or countries foreign to the United States, and all Letters Patents which may be granted for said inventions in any country or countries foreign to the United States and all extensions, renewals and reissues thereof, and every priority right that is or may be predicated upon or arise from said inventions, said applications and said Letters Patents.

And we hereby authorize ASSIGNEE, its successors, legal representative and assigns to file patent applications in any or all countries on any or all said inventions in the name of the undersigned or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable, under the International Convention or otherwise.

And we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patents for said inventions to ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

And we hereby sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patents before or after issuance.

And we hereby covenant and agree that we will communicate to ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting the inventions, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce patent protection for said inventions in all countries.


And we hereby authorize the patent attorney of record and/or having power of attorney in the U.S. patent application identified above to insert the serial number and filing date information for patent application in the appropriate spaces in this assignment document when that information becomes available.

➔ In testimony whereof, I hereunto set my hand and seal this 27th day of
May, 2010.


ASSIGNOR


Gregory B. Arnold

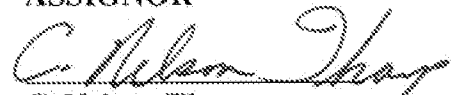
ASSIGNOR


James A. Makley

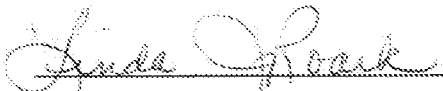
ASSIGNOR


John D. Mistyurik

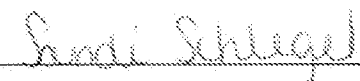
ASSIGNOR


C. Nelson Tharp

Witnessed By:

➔ Signature: 
Print Name: LINDA J ROARK

5/27/10
Date

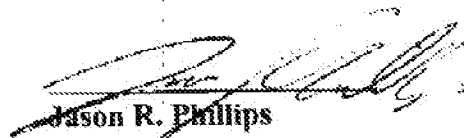
➔ Signature: 
Print Name: Sandi Schlegel

5/27/10
Date

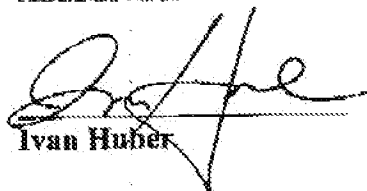
PATENT
Docket No.: 4948-US

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ASSIGNOR

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Jason R. Phillips

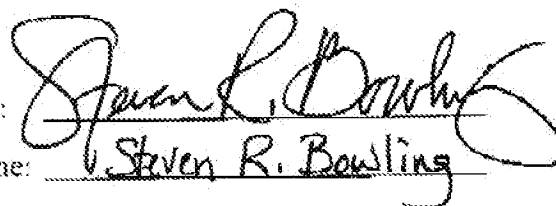
ASSIGNOR

➔  ➔
Ivan Huber

ASSIGNOR

➔  ➔
Kit Zhang

Witnessed By:

➔ Signature:  Date: May 27, 2010
Print Name: Steven R. Bowling

Steven R. Bowling
Notary Public, State of Ohio
My Commission Expires 11-18-2013

➔ Signature: _____
Print Name: _____

Date