

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT												
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Inventorship previously recorded on Reel 025494 Frame 0887. Assignor(s) hereby confirms the Inventor Dan Richard Preston needs to be added to the Notice of Recordation.												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Andrew Paradise</td><td>12/11/2010</td></tr><tr><td>Dan Richard Preston</td><td>12/12/2010</td></tr></tbody></table>		Name	Execution Date	Andrew Paradise	12/11/2010	Dan Richard Preston	12/12/2010						
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Andrew Paradise	12/11/2010												
Dan Richard Preston	12/12/2010												
RECEIVING PARTY DATA													
<table border="1"><tr><td>Name:</td><td>AisleBuyer LLC</td></tr><tr><td>Street Address:</td><td>332 Congress Street</td></tr><tr><td>Internal Address:</td><td>Third Floor</td></tr><tr><td>City:</td><td>Boston</td></tr><tr><td>State/Country:</td><td>MASSACHUSETTS</td></tr><tr><td>Postal Code:</td><td>02210</td></tr></table>		Name:	AisleBuyer LLC	Street Address:	332 Congress Street	Internal Address:	Third Floor	City:	Boston	State/Country:	MASSACHUSETTS	Postal Code:	02210
Name:	AisleBuyer LLC												
Street Address:	332 Congress Street												
Internal Address:	Third Floor												
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PROPERTY NUMBERS Total: 3													
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12966389</td></tr><tr><td>Application Number:</td><td>12966404</td></tr><tr><td>Application Number:</td><td>12966434</td></tr></tbody></table>		Property Type	Number	Application Number:	12966389	Application Number:	12966404	Application Number:	12966434				
Property Type	Number												
Application Number:	12966389												
Application Number:	12966404												
Application Number:	12966434												
CORRESPONDENCE DATA													
Fax Number: (617)646-8646 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
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Address Line 4: Boston, MASSACHUSETTS 02210													
ATTORNEY DOCKET NUMBER:	P0924.70000US01-02-03												

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PATENT
REEL: 025569 FRAME: 0451

OP \$120.00 12966389

NAME OF SUBMITTER:

Scott J. Gerwin, Reg. No. 57,866

Total Attachments: 10

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PATENT ASSIGNMENT

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12/13/2010
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Andrew Paradise	12/11/2010
RECEIVING PARTY DATA	
Name:	AisleBuyer LLC
Street Address:	332 Congress Street
Internal Address:	Third Floor
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02210
PROPERTY NUMBERS Total: 3	
Property Type	Number
Application Number:	12966389
Application Number:	12966404
Application Number:	12966434
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Address Line 4:	Boston, MASSACHUSETTS 02210
ATTORNEY DOCKET NUMBER:	P0924.70000US01/02/03
NAME OF SUBMITTER:	Scott J. Gerwin

Total Attachments: 8
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PATENT
REEL: 025569 FRAME: 0453

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned Assignor, hereby:

1. Sell, assign and transfer to AisleBuyer LLC, a Delaware limited liability company having a place of business at 332 Congress Street, Third Floor, Boston, Massachusetts, 02210, its successors, assigns and legal representatives, all hereinafter referred to as the Assignee, my entire right, title and interest for the United States and all foreign countries, in and to any and all inventions and designs, if not previously assigned to AisleBuyer LLC, which are disclosed in:

- a. Application for United States Letters Patent filed in the United States Patent and Trademark Office on December 13, 2009, under No. 61/286,005, bearing Attorney Docket No. P0924.70000US00, and entitled SYSTEMS AND METHODS FOR PURCHASING PRODUCTS FROM A RETAIL ESTABLISHMENT USING A MOBILE DEVICE;
- b. Application for United States Letters Patent bearing Attorney Docket No. P0924.70000US01, and entitled SYSTEMS AND METHODS FOR PURCHASING PRODUCTS FROM A RETAIL ESTABLISHMENT USING A MOBILE DEVICE. The Assignor hereby authorizes the Assignee's legal representatives, of Wolf, Greenfield & Sacks, P.C., to insert here in parentheses (Application No. 12/966389, filed 12/13/10) this application's Application No. and filing date, when known;
- c. Application for United States Letters Patent bearing Attorney Docket No. P0924.70000US02, and entitled SYSTEMS AND METHODS FOR SUGGESTING PRODUCTS FOR PURCHASE FROM A RETAIL ESTABLISHMENT USING A MOBILE DEVICE. The Assignor hereby authorizes the Assignee's legal representatives, of Wolf, Greenfield & Sacks, P.C., to insert here in parentheses (Application No. 12/966,404, filed 12/13/10) this application's Application No. and filing date, when known;
- d. Application for United States Letters Patent bearing Attorney Docket No. P0924.70000US03, and entitled SYSTEMS AND METHODS FOR CONFIRMING PURCHASES OF PRODUCTS FROM A RETAIL ESTABLISHMENT USING A MOBILE DEVICE. The Assignor hereby authorizes the Assignee's legal representatives, of Wolf, Greenfield & Sacks, P.C., to insert here in parentheses (Application No. 12/966434, filed 12/13/10) this application's Application No. and filing date, when known;
- e. International Patent Application bearing Attorney Docket No. P0924.70000WO00, and entitled SYSTEMS AND METHODS FOR PURCHASING PRODUCTS FROM A RETAIL ESTABLISHMENT USING A MOBILE DEVICE. The Assignor hereby authorizes the Assignee's legal representatives, of Wolf, Greenfield & Sacks, P.C., to insert here in parentheses (Application No. _____, filed _____) this application's Application No. and filing date, when known;

and in and to the foregoing applications and all corresponding provisional, non-provisional, divisional, continuing, substitute, renewal, reissue and all other applications for Letters Patent, utility models, industrial designs or similar intellectual property rights which have been or shall be filed in the United States, internationally, and in any foreign country, including but not limited to China, Japan and Korea, on any of the inventions; and in and to all original and reissued

patents which have been or shall be issued in the United States or any other jurisdiction on the inventions, including the right to apply for patent rights in each foreign country and all rights to priority, including the right to claim priority for China, Japan and Korea, as well as the right to sue in its own name and recover damages for past infringement of any United States Letters Patent and foreign patent;

2. Agree that the Assignee may apply for and receive Letters Patent and utility model and industrial design registrations for the inventions in its own name; and when requested, without charge to but at the expense of the Assignee, I agree to carry out in good faith the intent and purpose of this assignment, by executing all non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent, utility model and industrial design applications on any and all the inventions, by executing all rightful oaths, assignments, powers of attorney and other papers, by communicating to the Assignee all facts known to me relating to the inventions and the history thereof, and generally by doing everything reasonably possible which the Assignee shall consider desirable for aiding in securing and maintaining proper protection for the inventions and for vesting title to the inventions and all applications for patents and all patents on the inventions, in the Assignee;

3. Request the Director of the United States Patent and Trademark Office and non-US patent authorities to issue the Letters Patent to the Assignee;


4. Authorize and request Wolf, Greenfield & Sacks, P.C. to supply any missing patent/application identification information or correct any errors in the patent/application identification information provided above, whether discovered prior to or after recordation;

5. Covenant with the Assignee that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by me and that full right to convey the same as herein expressed is possessed by me; and

6. Appoint Assignee, through its designee, my attorney-in-fact to execute, in my name and on my behalf, any and all documents required to effectuate this Assignment, specifically including, but not limited to, those documents specified above and any necessary corrective assignments.

This instrument is executed under seal and signed under the pains and penalties of perjury under the laws of the United States of America.

12/11/10
Date

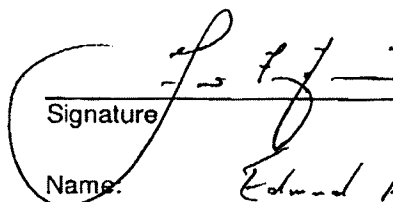

Inventor: Andrew Paradise
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Lincoln, Massachusetts 01773
Citizenship: US

Witness:
12/11/10
Date


Signature

Name: Mark Farnham
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Northbrook, IL 60062

Witness:
12/11/10
Date


Signature
Name: Edmund Finn
Address: 16 North Square #1
Boston, MA 02113

Date

Inventor: Dan Richard Preston

Address: 223 Ramona Street

Palo Alto, California 94301

Citizenship: US

Witness:

Date

Signature

Name: _____

Address: _____

Witness:

Date

Signature

Name: _____

Address: _____

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patents which have been or shall be issued in the United States or any other jurisdiction on the inventions, including the right to apply for patent rights in each foreign country and all rights to priority, including the right to claim priority for China, Japan and Korea, as well as the right to sue in its own name and recover damages for past infringement of any United States Letters Patent and foreign patent;

2. Agree that the Assignee may apply for and receive Letters Patent and utility model and industrial design registrations for the inventions in its own name; and when requested, without charge to but at the expense of the Assignee, I agree to carry out in good faith the intent and purpose of this assignment, by executing all non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent, utility model and industrial design applications on any and all the inventions, by executing all rightful oaths, assignments, powers of attorney and other papers, by communicating to the Assignee all facts known to me relating to the inventions and the history thereof, and generally by doing everything reasonably possible which the Assignee shall consider desirable for aiding in securing and maintaining proper protection for the inventions and for vesting title to the inventions and all applications for patents and all patents on the inventions, in the Assignee;

3. Request the Director of the United States Patent and Trademark Office and non-US patent authorities to issue the Letters Patent to the Assignee;

4. Authorize and request Wolf, Greenfield & Sacks, P.C. to supply any missing patent/application identification information or correct any errors in the patent/application identification information provided above, whether discovered prior to or after recordation;

5. Covenant with the Assignee that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by me and that full right to convey the same as herein expressed is possessed by me; and

6. Appoint Assignee, through its designee, my attorney-in-fact to execute, in my name and on my behalf, any and all documents required to effectuate this Assignment, specifically including, but not limited to, those documents specified above and any necessary corrective assignments.

This instrument is executed under seal and signed under the pains and penalties of perjury under the laws of the United States of America.

Date

Inventor: Andrew Paradise
Address: P.O. Box 6114
Lincoln, Massachusetts 01773
Citizenship: US

Witness:

Date

Signature

Name: _____

Address: _____

Witness:


Date

Signature

Name: _____

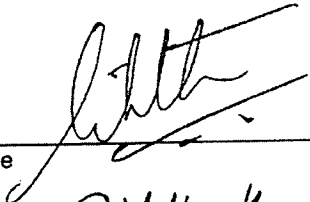
Address: _____

12/12/2010
Date


Inventor: Dan Richard Preston
Address: 223 Ramona Street
Palo Alto, California 94301
Citizenship: US

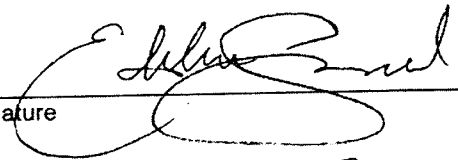
Witness:

12/12/2010
Date


Signature
Name: Siddhartha Kasirajhula
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Witness:

12/12/10
Date


Signature
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STANFORD, CA 94305