

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Gary Mark Shafer	11/30/2010
Michael Mercier	11/30/2010
Lee H. Eckert	12/01/2010
James Gordon Wyatt Jr.	11/30/2010
Frank Palazzo	12/10/2010
Paul Simon	12/15/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Checkpoint Systems, Inc.
<b>Street Address:</b>	101 Wolf Drive
<b>City:</b>	Thorofare
<b>State/Country:</b>	NEW JERSEY
<b>Postal Code:</b>	08086
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12887228
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(704)444-1111
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	7044441000
<b>Email:</b>	sarah.simmons@alston.com
<b>Correspondent Name:</b>	Alston & Bird LLP
<b>Address Line 1:</b>	101 South Tryon Street
<b>Address Line 2:</b>	Suite 4000
<b>Address Line 4:</b>	Charlotte, NORTH CAROLINA 28280-4000
<b>ATTORNEY DOCKET NUMBER:</b>	055111/395278

**CH \$40.00 12887228**

NAME OF SUBMITTER:

Nathaniel T. Quirk

**Total Attachments: 7**

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**ASSIGNMENT - WORLDWIDE**

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned inventor has sold and assigned, and by these presents hereby sells and assigns, unto

**CHECKPOINT SYSTEMS, INC.  
101 Wolf Drive  
Thorofare, New Jersey 08086**

its successors and assigns, the entire right, title and interest, so far as concerns the United States and the Territories and Possessions thereof and all foreign countries in and to the invention in "**RETAIL PRODUCT TRACKING SYSTEM, METHOD, AND APPARATUS**"

as set forth in this United States Patent Application

- executed concurrently herewith
- executed on
- Application No. 12/887,228; filed September 21, 2010
- Applications for which Application No. 12/887,228 claims priority from, including U.S. Provisional Patent Applications Nos. 61/244,320, filed September 21, 2009; 61/246,393, filed September 28, 2009; 61/246,388, filed September 28, 2009; 61/248,223, filed October 2, 2009; 61/248,228, filed October 2, 2009; 61/248,242, filed October 2, 2009; 61/248,233, filed October 2, 2009; 61/248,239, filed October 2, 2009; 61/248,269, filed October 2, 2009; 61/248,196, filed October 2, 2009; 61/311,620, filed March 8, 2010; U.S. Non-Provisional Patent Application No. 12/628,863, filed December 1, 2009; and U.S. Non-Provisional Patent Application 12/636,564, filed December 11, 2009, all applications listed above being hereinafter referred to as the "application(s)";

said application for United States Letters Patent, including all divisional, renewal, substitute, continuation, nonprovisionals, continuation-in-parts, and Convention applications based in whole or in part upon said inventions or upon said applications, and any and all Letters Patent and reissues, reexaminations, and extensions of Letters Patent granted for said inventions or upon said applications and every priority right that is or may be predicated upon or arise from said inventions, said applications, and said Letters Patent; said Assignee being hereby authorized 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 said Assignee or otherwise as said Assignee may deem advisable, under the International Convention or otherwise; the Commissioner of Patents and Trademarks of the United States of America being hereby authorized to issue or transfer all said Letters Patent to said Assignee in accordance herewith; this assignment being under covenant, not only that full power to make the same is had by the undersigned, but also that such assigned right is not encumbered by any grant, license, or other right theretofore given, and that the undersigned will do all acts reasonably serving to ensure that the said inventions, patent applications and Letters Patent shall be held and enjoyed by said Assignee as fully and entirely as the same could

have been held and enjoyed by the undersigned if this assignment had not been made, and particularly to execute and deliver to said Assignee all lawful documents including petitions, specifications, oaths, assignments, invention disclaimers, declarations, and lawful affidavits in form and substance which may be requested by said Assignee, to furnish said Assignee with all facts relating to said inventions or the history thereof and any and all documents, photographs, models, samples or other physical exhibits which may embody said inventions, and to testify in any proceedings relating to said inventions, patent applications, and/or Letters Patent.

The undersigned hereby grant(s) an authorized representative of Assignee the power to insert in this Assignment any further identification that may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

This Assignment is deemed to be effective at least as early as September 21, 2009 (the earliest priority date).

11/30/2010  
Date \_\_\_\_\_  
Gary Mark Shafer  
Gary Mark Shafer

State of North Carolina  
County of Mecklenburg

I, Jeri C Lawrence, a Notary Public for said County and State, do hereby certify that Gary Mark Shafer personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 30 day of November, 2010.

(Official Seal) 

JERI C LAWRENCE Notary Public North Carolina Union County
--

Jeri C Lawrence  
Notary Public

My commission expires \_\_\_\_\_

My Commission Expires  
01-31-2013

The undersigned hereby grant(s) an authorized representative of Assignee the power to insert in this Assignment any further identification that may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

11/30/2010  
Date

*Michael Mercier*  
Michael Mercier

State of North Carolina

County of Mecklenburg

I, Jeri C Lawrence, a Notary Public for said County and State, do hereby certify that Michael Mercier personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 30 day of November, 2010.

(Official Seal) 

JERI C LAWRENCE Notary Public North Carolina Union County
--


*Jeri C Lawrence*  
Notary Public

My commission expires \_\_\_\_\_

**My Commission Expires  
01-31-2013**

The undersigned hereby grant(s) an authorized representative of Assignee the power to insert in this Assignment any further identification that may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

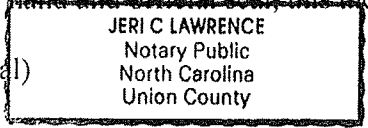
12/1/10  
Date

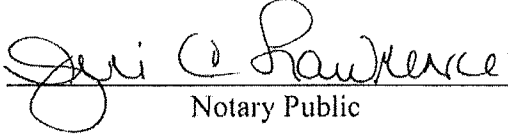
  
Lee H. Eckert

State of North Carolina  
County of Mecklenburg

I, Jeri C Lawrence, a Notary Public for said County and State, do hereby certify that Lee H. Eckert personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 1 day of December, 2010.

(Official Seal) 

  
Notary Public

My commission expires \_\_\_\_\_

My Commission Expires  
01-31-2013

The undersigned hereby grant(s) an authorized representative of Assignee the power to insert in this Assignment any further identification that may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

11/30/2010  
Date

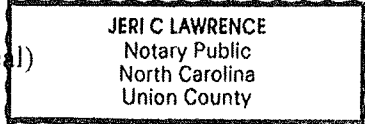
*James Gordon Wyatt, Jr.*  
James Gordon Wyatt, Jr.

State of North Carolina

County of Mecklenburg

I, Jeri C Lawrence, a Notary Public for said County and State, do hereby certify that James Gordon Wyatt, Jr. personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 30 day of November, 2010.

(Official Seal) 

*Jeri C Lawrence*  
Notary Public

My commission expires \_\_\_\_\_

My Commission Expires  
01-31-2013

The undersigned hereby grant(s) an authorized representative of Assignee the power to insert in this Assignment any further identification that may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

12/10/2010  
Date

Frank Palazzo  
Frank Palazzo

State of NEW JERSEY )

County of GLoucester )

I, Anna E. Fabiani, a Notary Public for said County and State, do hereby certify that Frank Palazzo personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

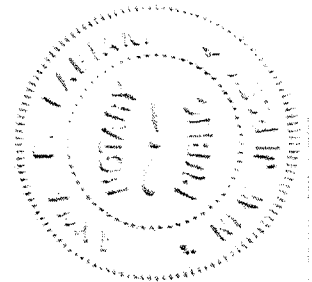
Witness my hand and official seal, this the 10 day of DECEMBER, 2010.

(Official Seal)

Anna E. Fabiani  
Notary Public

My commission expires 7/13/2015

**ANNA E. FABIANI**  
**NOTARY PUBLIC OF NEW JERSEY**  
**I.D. # 2398204**  
**My Commission Expires 7/13/2015**





The undersigned hereby grant(s) an authorized representative of Assignee the power to insert in this Assignment any further identification that may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

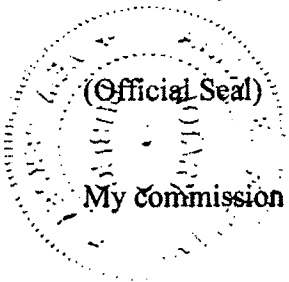
12-15-2010  
Date

*Paul Simon*  
Paul Simon

State of NEW JERSEY )  
County of GLoucester }

I, ANNA E. FABIANI, a Notary Public for said County and State, do hereby certify that Paul Simon personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 15 day of DECEMBER, 2010.



My Commission expires 7/13/2015

*Anna E. Fabiani*  
Notary Public

**ANNA E. FABIANI**  
**NOTARY PUBLIC OF NEW JERSEY**  
**I.D. # 2398264**  
**My Commission Expires 7/13/2015**

Attorney Docket No. 055111/395278

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