

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Danielle L. Borom	01/29/2009
Michael P. Borom	01/29/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	AshDan LLC
<b>Street Address:</b>	6 Evergreen
<b>City:</b>	Westport
<b>State/Country:</b>	CONNECTICUT
<b>Postal Code:</b>	06880
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13047142
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(312)902-1061
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	312/902-5200
<b>Email:</b>	johnp@kattenlaw.com
<b>Correspondent Name:</b>	John S. Paniaguas
<b>Address Line 1:</b>	2900 K Street, NW
<b>Address Line 2:</b>	Suite 200
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20007-5118
<b>ATTORNEY DOCKET NUMBER:</b>	338549-00003 CONT. 3
<b>NAME OF SUBMITTER:</b>	John S. Paniaguas
<b>Total Attachments: 2</b> source=Assignment#page1.tif source=Assignment#page2.tif	

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**PATENT**  
**REEL: 025964 FRAME: 0077**

**ASSIGNMENT**

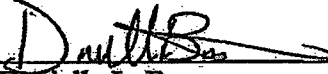
IN CONSIDERATION of good and valuable consideration, the receipt of which is hereby acknowledged, we, Danielle Lynn Borom, residing at 6 Evergreen Ave., Westport, CT 06880, United States of America; and Michael Preston Borom, residing at 6 Evergreen Ave., CT 06880, United States of America, do hereby sell, assign and transfer unto AshDan LLC., a company organized and existing under the laws of the State of Connecticut having its principle place of business at 6 Evergreen Ave., Westport, CT 06880, its successors, assigns and legal representatives, the entire right, title and interest for the United States and its territories, and all foreign countries, in and to the invention set forth in U.S. patent application, filed on January 22, 2009, Application No. 12/357,519, entitled "ENHANCED SHOPPING & MERCHANDISING METHODOLOGY," and all the right, title and interest in and to said application and any and all United States and foreign Letters Patents that may be granted for said invention, and all conversions of said application to U.S. utility applications and all divisions, continuations, renewals, reissues, and extensions thereof, and the applications therefor, and the right to any U.S. and foreign countries where application for patent on said invention may be filed; and we hereby agree to execute such other lawful documents and perform such other lawful acts as are requested for securing to said assignee, its successors, assigns and legal representatives, all of the rights to said invention. Assignor hereby grants Assignee the entire right, title, and interest to sue and collect damages for past infringement.

WE HEREBY AUTHORIZE AND REQUEST the Commissioner of Patents and Trademarks to issue the Letters Patent to said assignee, its successors and assigns, pursuant to the terms of this Assignment.

IN WITNESS WHEREOF, I have signed, sealed and delivered this instrument this  
29 day of January, 2009.

  
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Michael P. Borom

IN WITNESS WHEREOF, I have signed, sealed and delivered this instrument this  
29 day of January, 2009.

  
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Danielle L. Borom