

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Imaging Technologies	04/15/2011
RECEIVING PARTY DATA	
Name:	NewZoom, Inc.
Street Address:	22 Fourth Street
Internal Address:	Floor 16
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94103
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	D405833
CORRESPONDENCE DATA	
Fax Number:	(510)663-0920
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Email:	dneill@wavsip.com
Correspondent Name:	WEAVER AUSTIN VILLENEUVE & SAMPSON LLP
Address Line 1:	PO Box 70250
Address Line 4:	Oakland, CALIFORNIA 94612-0250
ATTORNEY DOCKET NUMBER:	ZOOMD001
NAME OF SUBMITTER:	Vladimir Y. Gusev
Total Attachments: 3 source=ASSIGNMENT_IMAGING_TO_NEWZOOM#page1.tif source=ASSIGNMENT_IMAGING_TO_NEWZOOM#page2.tif source=ASSIGNMENT_IMAGING_TO_NEWZOOM#page3.tif	

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PATENT
REEL: 026158 FRAME: 0644

Deed of Assignment

THIS DEED OF ASSIGNMENT is made the 15th day of April, 2011.

BETWEEN:

Imaging Technologies

LVL 14 607 Bourke Street, Melbourne VIC 3000, Australia

(formerly at 9 Mayston Street, Hawthorn East, Victoria, 3123, Australia)

("the Assignor")

AND:

NewZoom, Inc.

22 Fourth Street, Floor 16, San Francisco, CA 94103USA

("the Assignee")

BACKGROUND:

- A. The Assignor is an owner of the following patent ("the Patent") for inventions relating to automated retailing and/or vending systems:
 - 1. US Design Patent No. D405,833
- B. The Assignor and the Assignee have agreed to effect the transfer of the interest of the Assignor in the Patent pursuant to the terms of this Deed.

NOW THIS DEED WITNESSES as follows:

1. INTERPRETATION

- 1.1. "**Deed**" means this deed and any schedules;
- 1.2. "**Parties**" means all of the Assignor and Assignee and their respective successors and permitted assignees and "**Party**" means any one of them;

2. ASSIGNMENT

With effect from the date of this Deed and for good and valuable consideration, receipt of which is hereby acknowledged by the Assignee, the Assignor:

- 2.1. Transfers and assigns to the Assignee all of the Assignor's right, title and interest in and to the Patent including the right to claim priority;

- 2.2. Transfers and assigns to the Assignee the right to sue for and recover damages and other relief in relation to any infringement of the Patent whether the infringement occurred before on or after the date of this Deed;
- 2.3. Agrees that the terms, covenants and conditions of this assignment shall insure to the benefit of the Assignee, its successors, assigns and other legal representatives, and shall be binding upon the Assignor, as well as the Assignor's assigns; and
- 2.4. Warrants and represents that the Assignee has not entered and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

3. EXECUTION IN COUNTERPARTS

The Deed may be executed in any number of counterparts. All such counterparts taken together shall constitute one and the same instrument.


4. GENERAL PROVISIONS

- 4.1. This Deed may not be varied except in writing signed by the Parties.
- 4.2. This Deed constitutes the entire agreement between the Parties with respect to the subject matter covered and shall supersede all prior communications, negotiations, representations, arrangements and agreements, either oral or written, between the Parties with respect to the covered subject matter.
- 4.3. If any provision of this Deed is held by a court of competent jurisdiction to be invalid and not enforceable in accordance with its terms, all other provisions which are self-sustaining and capable of separate enforcement without regard to the invalid provisions shall be and continue to be valid and enforceable in accordance with their terms.

EXECUTION CLAUSE FOLLOWS

EXECUTED as a Deed by both Parties

**SIGNED for and on behalf of the
Assignor** by a duly authorised
officer

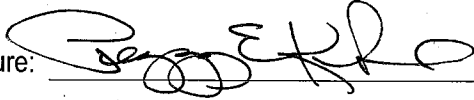
Signature: 

Full Name: WALTER DAVID GOWER SMITH

Title: DIRECTOR

Date: APRIL 15, 2011

Witnessed by:

Signature: 

Full Name: PEGGY KLINE

Date: APRIL 15, 2011

**Signed for and on behalf of the
Assignee** by a duly authorised
officer

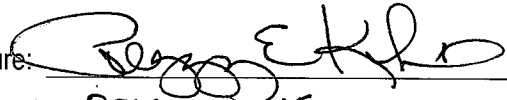
Signature: 

Full Name: RUSS YOSHINAKA

Title: GENERAL COUNSEL & SECRETARY

Date: APRIL 15, 2011

Witnessed by:

Signature: 

Full Name: PEGGY KLINE

Date: APRIL 15, 2011