

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Kai HAUCK	02/09/2011
RECEIVING PARTY DATA	
Name:	Avery Dennison Corporation
Street Address:	150 N. Orange Grove Blvd.
City:	Pasadena
State/Country:	CALIFORNIA
Postal Code:	91103
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12619707
CORRESPONDENCE DATA	
Fax Number:	(440)534-4773
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	440-534-6000
Email:	amanda.wittine@averydennison.com
Correspondent Name:	Avery Dennison Corporation
Address Line 1:	8080 Norton Parkway, 22-D
Address Line 4:	Mentor, OHIO 44060
ATTORNEY DOCKET NUMBER:	4899-US
NAME OF SUBMITTER:	Amanda Wittine
Total Attachments: 2 source=4899-US_2011-04-27_Executed_Assignment_Hauck#page1.tif source=4899-US_2011-04-27_Executed_Assignment_Hauck#page2.tif	

OP \$40.00 12619707

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, I the undersigned

Kai HAUCK

do hereby acknowledge that I have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto Avery Dennison Corporation (hereinafter "ASSIGNEE"), a Delaware Corporation, 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

Integral Tracking Tag for Consumer Goods

set forth in the application for the United States Letters Patent filed on **November 17, 2009** and assigned Serial No. **12/619,707**, 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 I 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 I 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 I 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 I hereby covenant and agree that I 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.


→ In testimony whereof, I hereunto set my hand and seal this 9th day of February, 2011. ←

ASSIGNOR

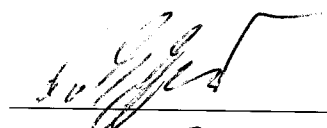
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Kai HAUCK

Witnessed By:

→ Signature: 
Print Name: NICK BLAZEW

February 9th
Date

→ Signature: 
Print Name: DIRK POGGEMEIER

09.02.2011
Date