

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Ted Cohn	04/22/2011
Michael Reilly	04/20/2011
Victoria Repice	05/03/2011
Theresa Horner	04/22/2011
Terri Pucin	04/21/2011
Stanislav Tsvetanov	04/22/2011
James Kung	04/25/2011
David Mandelbaum	05/01/2011

RECEIVING PARTY DATA

Name:	Barnes & Noble, Inc.
Street Address:	122 Fifth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10011

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12907951

CORRESPONDENCE DATA

Fax Number: (310)772-8301
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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Email: ipdocketing-la@dicksteinshapiro.com
Correspondent Name: Dickstein Shapiro LLP
Address Line 1: 2049 Century Park East
Address Line 2: Suite 700
Address Line 4: Los Angeles, CALIFORNIA 90067

501522572

PATENT
REEL: 026234 FRAME: 0265

OP \$40.00 12907951

ATTORNEY DOCKET NUMBER:	B0018.0031
NAME OF SUBMITTER:	Rosa Bugarin
<p>Total Attachments: 8</p> <p>source=B0018_0031_Assignment#page1.tif</p> <p>source=B0018_0031_Assignment#page2.tif</p> <p>source=B0018_0031_Assignment#page3.tif</p> <p>source=B0018_0031_Assignment#page4.tif</p> <p>source=B0018_0031_Assignment#page5.tif</p> <p>source=B0018_0031_Assignment#page6.tif</p> <p>source=B0018_0031_Assignment#page7.tif</p> <p>source=B0018_0031_Assignment#page8.tif</p>	

PATENT APPLICATION ASSIGNMENT
SOLE OR JOINT INVENTORS

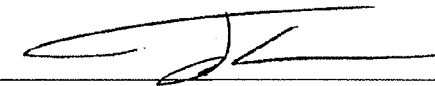
FILE NO. B0018.0031

WHEREAS, We, Ted Cohn, Michael Reilly, Victoria Repice, Theresa Horner, Terri Pucin, Stanislav Tsvetanov, James Kung and David Mandelbaum, as assignors, have invented certain improvements in IN-STORE READING SYSTEM for which an application for United States Letters Patent was already filed on October 19, 2011, as U.S. Application No. 12/907,951; and

WHEREAS, BARNES & NOBLE, INC., a corporation having its principal place of business at 122 Fifth Avenue; New York, New York 10011 as assignee, is desirous of acquiring all right, title and interest in and to said invention and any Patent that may be granted therefor.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, We, as assignors, hereby sell, assign and set over to said assignee the entire right, title and interest for the United States and all other countries in and to said invention and the aforesaid application for Patent, all original, divisional, continuation, substitute or reissue applications and patents applied for or granted therefor in the United States and all other countries, including all rights of priority from the filing of said application, and all rights for past infringement, and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents on said inventions or resulting therefrom to said assignee herein, as assignee of the entire interest therein; and the undersigned for ourselves and our legal representatives, heirs and assigns do hereby agree and covenant without further remuneration, to execute and deliver all divisional, continuation, reissue and other applications for Patent on said inventions and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said inventions, whenever requested, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and to do generally everything necessary to assist assignee, its successors, assigns and nominees to obtain patent protection for said invention in the United States and all other countries, the expenses incident to said applications to be borne and paid by said assignee.

Date: 4/22/11



Ted Cohn

Date: _____

Michael Reilly

Date: _____

Victoria Recipe

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Date: _____

Theresa Horner

Date: _____

Terri Pucin

Date: _____

Stanislav Tsvetanov

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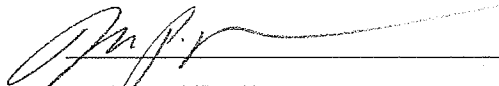
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Date: _____


Ted Cohn

Date: April 20, 2011



Michael Reilly

Date: 5/3/2011



Victoria Repice

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PATENT
REEL: 026234 FRAME: 0269

Date:

4/22/2011


Theresa Horner

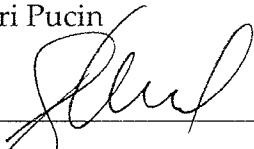
Date:

4/21/11


Terri Pucin

Date:


04/22/2011


Stanislav Tsvetanov

Date:


James Kung

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Stanislav Tsvetanov

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James Kung

Date: 5/1/11



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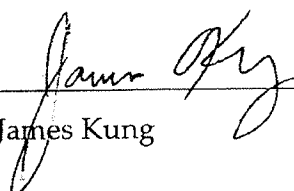
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James Kung

Date: _____

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