

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Chris Hallenbeck</td><td>05/13/2011</td></tr><tr><td>Jennifer Stephan</td><td>05/13/2011</td></tr><tr><td>Guillermo Trejo</td><td>05/13/2011</td></tr><tr><td>Robert Taff</td><td>05/13/2011</td></tr></tbody></table>	Name	Execution Date	Chris Hallenbeck	05/13/2011	Jennifer Stephan	05/13/2011	Guillermo Trejo	05/13/2011	Robert Taff	05/13/2011	
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Chris Hallenbeck	05/13/2011										
Jennifer Stephan	05/13/2011										
Guillermo Trejo	05/13/2011										
Robert Taff	05/13/2011										
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											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>29391889</td></tr></tbody></table>	Property Type	Number	Application Number:	29391889							
Property Type	Number										
Application Number:	29391889										
CORRESPONDENCE DATA											
Fax Number:	(510)663-0920										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	(510)663-1100										
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:	ZOOMD002										
NAME OF SUBMITTER:	Vladimir Y. Gusev										
Total Attachments: 2 source=ZOOMD002_ASSIGNMENT#page1.tif source=ZOOMD002_ASSIGNMENT#page2.tif											

CH \$40.00 29391889

501535337

PATENT
REEL: 026300 FRAME: 0075

ASSIGNMENT OF PATENT APPLICATION

Whereas I, an undersigned inventor, have invented certain new and useful improvements as set forth in the patent application entitled:

AUTOMATED RETAIL SHELF UNIT

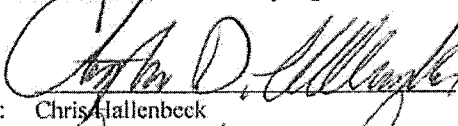
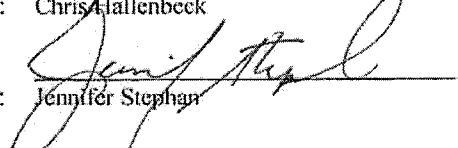
(Atty. Docket No. ZOOMD002), (check one)

- ☐ for which I have executed a U.S. patent application on even date herewith. (Accompanying)
☒ which bears U.S. application No. 29/391,889. (Not accompanying)
☐ which is a U.S. provisional application. (Accompanying)

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- 1) Sell, assign and transfer to NewZoom, Inc., a California corporation having a place of business at 22 Fourth Street, Floor 16, San Francisco, California 94103 ("ASSIGNEE"), the entire right, title and interest in any and all improvements and inventions disclosed in, applications based upon, and patents granted upon (including foreign patents and the right to claim priority), the above-referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon the inventor, as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I have not entered and will not enter into any assignment, contract, or understanding that conflicts with this assignment.
- 6) Authorize and request my attorney/agent to insert above the application No. in order to assist with recordal of this assignment.

Signed on the date indicated beside my signature.

- 1) Signature:  Date: 5/13/2011
Typed Name: Chris Hallenbeck
- 2) Signature:  Date: 05/13/2011
Typed Name: Jennifer Stephan
- 3) Signature: _____ Date: _____
Typed Name: Guillermo Trejo
- 4) Signature: _____ Date: _____
Printed Name: Robert Taff

ASSIGNMENT OF PATENT APPLICATION

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- | | | |
|----|--|-------------------------|
| 1) | Signature: _____
Typed Name: Chris Hallenbeck | Date: _____ |
| 2) | Signature: _____
Typed Name: Jennifer Stephan | Date: _____ |
| 3) | Signature: <u>Guillermo Trejo</u>
Typed Name: Guillermo Trejo | Date: <u>5/13/11</u> |
| 4) | Signature: <u>Robert Taff</u>
Printed Name: Robert Taff | Date: <u>05/13/2011</u> |