

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Kenneth J. Ouimet	06/10/2011
RECEIVING PARTY DATA	
Name:	MyWorld, Inc.
Street Address:	8521 E. Princess Drive
Internal Address:	Suite 211
City:	Scottsdale
State/Country:	ARIZONA
Postal Code:	85255
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13167011
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 4:	Tempe, ARIZONA 85284
ATTORNEY DOCKET NUMBER:	2734.0006 CIP
NAME OF SUBMITTER:	Robert D. Atkins
Total Attachments: 1 source=Assignment#page1.tif	

OP \$40.00 13167011

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PATENT
REEL: 026489 FRAME: 0110

ASSIGNMENT AND AGREEMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I, KENNETH J. OUIMET of Scottsdale, AZ, have sold, assigned, and transferred, and do hereby sell, assign, and transfer unto MYWORLD, INC., a Delaware corporation, having its principal office in Scottsdale, AZ, United States, and its successors, assigns, and legal representatives, the entire right, title, and interest in and to certain invention(s) entitled COMMERCE SYSTEM AND METHOD OF CONTROLLING THE COMMERCE SYSTEM USING AN OPTIMIZED SHOPPING LIST, which is described, illustrated, and claimed in any patent application under Attorney Docket No. 2734.0006 CIP, together with the entire right, title and interest in and to the application, and in and to any continuation, division, reissue, reexamination, extension, renewal, or substitute thereof, and in and to any patent which may issue upon such application(s).

I hereby sell, assign, and transfer unto MYWORLD, INC., the entire right, title, and interest in and to application(s) for patent filed in all countries foreign to the United States, and in and to application(s) for patent filed under any and all international conventions and treaties, and in and to any patent issuing therefrom, which describe, illustrate, and claim the above-identified invention(s). I hereby also sell, assign, and transfer unto MYWORLD, INC., the entire right, title, and interest in and to all rights under any and all international conventions and treaties in respect of the above-identified invention(s). I authorize MYWORLD, INC. to apply for patent in foreign countries directly in its own name, and to claim the priority of the filing date under the provisions of any and all domestic laws and international conventions and treaties.

I hereby authorize and request the government authority in the United States to issue patent(s) upon the aforesaid application, continuation, division, reissue, reexamination, extension, renewal, or substitute, to MYWORLD, INC., for the sole use and behalf of MYWORLD, INC., its successors, assigns, and legal representatives, to the full end of the term for which the patent(s) may be granted, the same as they would have been held and enjoyed by me had this assignment not been made. I authorize and request the equivalent authorities in countries foreign to the United States to issue the patents of their respective countries to and in the name of MYWORLD, INC. in the same manner.

I agree that, when requested, I will, without charge to MYWORLD, INC., but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable, or convenient for securing and maintaining patents for the invention(s) in any and all countries and for vesting title thereto in MYWORLD, INC., its successors, assigns, and legal representatives or nominees.

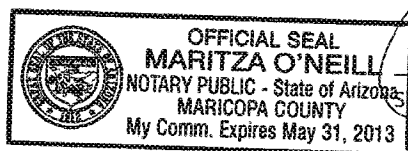
I covenant with MYWORLD, INC., its successors, assigns, and legal representatives that the interest and property hereby conveyed is free from all prior assignment, grant, mortgage, license, or other encumbrance.

Signature for KENNETH J. OUIMET

STATE OF ARIZONA)
COUNTY OF MARICOPA)

I, Maritza O'Neill, a Notary Public in and for the County and State aforesaid, do hereby certify that KENNETH J. OUIMET, whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he/she signed, sealed and delivered the instrument as his/her free and voluntary act and deed for the uses and purposes therein set forth.

Given under my hand and notarial seal this 10th day of June, 2011.



Signature of Notary