

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
William J Babcock	06/22/2011
Bruce K Babcock	06/25/2011
RECEIVING PARTY DATA	
Name:	Transparent Visibility Holdings, LLC
Street Address:	1401 S. Walton Blvd., Suite 9-123
City:	Bentonville
State/Country:	ARKANSAS
Postal Code:	72712
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13103507
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ATTORNEY DOCKET NUMBER:	62306-803053
NAME OF SUBMITTER:	Cheryl N. Spain
Total Attachments: 2 source=803053_Executed_Assignment#page1.tif source=803053_Executed_Assignment#page2.tif	

OP \$40.00 13103507

ASSIGNMENT



WHEREAS, we, the undersigned inventors, have invented certain inventions and improvements disclosed in a utility patent application entitled "*Tag Communication, Identification, and Tracking Apparatus and System,*" which was filed with the U.S. Patent & Trademark Office on May 9, 2011 and assigned serial no. 13/103,507.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we the undersigned inventors hereby:

1) Agree to sell, assign, transfer, and convey, and hereby do sell, assign, transfer, and convey, to Transparent Visibility Holdings, LLC, a limited liability corporation of the State of Arkansas having a principal place of business at 1401 S. Walton Blvd., Suite 9-123 Bentonville, Arkansas 72712 (hereinafter referred to as "ASSIGNEE"), the entire right, title, and interest in and to (a) any intellectual property (including without limitation any innovation, information, invention, discovery, product, process, work, or design) disclosed, embodied, affixed, shown, or claimed in the above-referenced patent application, implicitly or explicitly; (b) the above-referenced patent application, any application based in whole or in part upon the above-referenced patent application (including without limitation any continuation, continuation-in-part, reissue, reexamination, or non-U.S. patent application based in whole or in part on the above-referenced patent application); and (c) any Patent (including without limitation U.S. and non-U.S. patents, utility models, industrial designs, divisionals, reissues, and reexaminations) that is granted or issued upon, or that claims priority to, any and all applications under (b) of this paragraph or that discloses or claims intellectual property under (a) of this paragraph, in whole or in part.

- 2) Authorize and request the Commissioner of Patents or any other agency, U.S. or non-U.S., to issue any and all Letters or other Patent(s), or other document(s), resulting from the patent application(s) or intellectual property under paragraph 1 (including without limitation any division(s), continuation(s) (in whole or in part), substitute(s), or reissue(s) thereof) to the ASSIGNEE.
- 3) Agree to execute all papers and documents, including, without limitation, applications, declarations, oaths, petitions, and other papers, and, entirely at the ASSIGNEE'S expense, perform any acts which are necessary in connection with the prosecution of patent applications or intellectual property under paragraph 1 and/or the enforcement of patents or other rights resulting from such applications or intellectual property.
- 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 representative, and shall be binding upon the inventors, as well as the inventor's heirs, legal representatives, and assigns.
- 5) Warrant and represent that we have not entered, and will not enter into, any assignment, contract, or understanding that conflicts with this assignment.

Signed on the dates indicated beside our signatures.

- 1) Signature:  Date: 25 June 2011
William J. Babcock
- 2) Signature:  Date: 25 June 2011
Bruce K. Babcock