

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1" style="width: 100%; border-collapse: collapse;"><thead><tr><th style="width: 70%;">Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Michael Golden</td><td>05/17/2011</td></tr><tr><td>Michael Rubin</td><td>05/17/2011</td></tr></tbody></table>		Name	Execution Date	Michael Golden	05/17/2011	Michael Rubin	05/17/2011
Name	Execution Date						
Michael Golden	05/17/2011						
Michael Rubin	05/17/2011						
RECEIVING PARTY DATA							
Name:	ShopRunner, Inc.						
Street Address:	935 First Avenue						
City:	King of Prussia						
State/Country:	PENNSYLVANIA						
Postal Code:	19406						
PROPERTY NUMBERS Total: 1							
<table border="1" style="width: 100%; border-collapse: collapse;"><thead><tr><th style="width: 30%;">Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>13109445</td></tr></tbody></table>		Property Type	Number	Application Number:	13109445		
Property Type	Number						
Application Number:	13109445						
CORRESPONDENCE DATA							
Fax Number:	(215)963-5001						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	2159635091						
Email:	cmatticks@morganlewis.com						
Correspondent Name:	Alison B. Weisberg						
Address Line 1:	Morgan Lewis & Bockius LLP						
Address Line 2:	1701 Market Street						
Address Line 4:	Philadelphia, PENNSYLVANIA 19103						
ATTORNEY DOCKET NUMBER:	052094-5001						
NAME OF SUBMITTER:	Alison B. Weisberg						
Total Attachments: 3 source=20110817asgn#page1.tif source=20110817asgn#page2.tif source=20110817asgn#page3.tif							

CH \$40.00 13109445

ASSIGNMENT

WHEREAS, We the undersigned inventors, whose post office addresses are set forth below, have invented and own a certain invention entitled:

SYSTEM AND METHOD FOR SUBSCRIPTION-BASED DELIVERY SERVICE

for which an application for Letters Patent of the United States was filed on May 17, 2011 and assigned Application Serial No. 13/109,445.

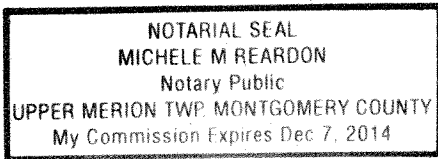
WHEREAS, ShopRunner, Inc., organized and existing under the laws of the Commonwealth of Pennsylvania and having a place of business at 935 First Avenue, King of Prussia, PA 19406 (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire interest in, to and under said invention and in, to and under Letters Patent or similar legal protection to be obtained therefor in the United States and in any and all foreign countries.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, we hereby sell, assign and transfer to ASSIGNEE the full and exclusive right, title and interest to said invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any continuation, divisional, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted, including the right to claim priority thereto.

WE HEREBY COVENANT that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale; and

WE FURTHER COVENANT that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to us and we will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I have hereunto set hand and seal this 17 day of May, 2011.



Michele M. Reardon

Signature:

Michael Golden

Name Printed:

Michael Golden

Post Office Address:

1150 Stone House Road

Ambler, Pennsylvania 19002

Citizenship:

US

COMMONWEALTH OF)

PENNSYLVANIA

) ss.

COUNTY OF MONTGOMERY)

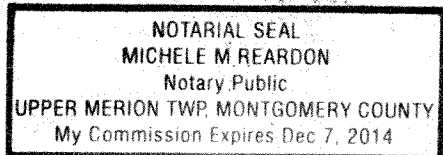
BE IT KNOWN, that on this 17th day of May, 2011, before me personally came Michael Golden to me known to be the person mentioned in and who executed the foregoing assignment, and he acknowledged to me that he executed the same as his free act and deed for the use and purposes therein mentioned.

Michelle M. Reardon

Notary Public

IN WITNESS WHEREOF, I have hereunto set hand and seal this 17th day of May,

2011.



Signature:

Michael Rubin

Name Printed:

Michael Rubin

Post Office Address:

600 Great Springs Road

Bryn Mawr, Pennsylvania 19010

Citizenship:

US

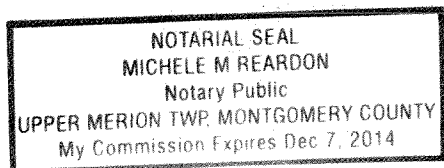
COMMONWEALTH OF)

PENNSYLVANIA

) ss.

COUNTY OF MONTGOMERY)

BE IT KNOWN, that on this 17th day of May, 2011, before me personally came Michael Rubin to me known to be the person mentioned in and who executed the foregoing assignment, and he acknowledged to me that he executed the same as his free act and deed for the use and purposes therein mentioned.



Michelle M. Reardon

Notary Public