

PATENT ASSIGNMENT

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|---|------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| David John Mackley | 09/15/2011 |
| Neil Robert Mackley | 09/15/2011 |
| Ying Zhou | 09/15/2011 |
| RECEIVING PARTY DATA | |
| Name: | Intelligent Retail Limited |
| Street Address: | Consort House, 402 Bone Lane |
| City: | Newbury, Berkshire |
| State/Country: | UNITED KINGDOM |
| Postal Code: | RG14 5SD |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 13233364 |
| CORRESPONDENCE DATA | |
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| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | |
| Correspondent Name: | Hartman & Hartman, P.C. |
| Address Line 1: | 552 E. 700 N. |
| Address Line 4: | Valparaiso, INDIANA 46383 |
| ATTORNEY DOCKET NUMBER: | B1-3413 |
| NAME OF SUBMITTER: | Domenica N.S. Hartman |
| Total Attachments: 2 source=b1-3413-Executed-Assignment#page1.tif source=b1-3413-Executed-Assignment#page2.tif | |

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PATENT
REEL: 026920 FRAME: 0509

ASSIGNMENT OF PATENT

WHEREAS, WE

David John MACKLEY,
Neil Robert MACKLEY and
Ying ZHOU respectively

Serial No. 13:/233,364

Filed: 09/15/11

Docket: B1-3413

residing at

Newbury, Berkshire, United Kingdom

have invented certain new and useful improvements in

Barcode Information Distribution System

for which we have this day executed an application for United States Letters Patent;

AND WHEREAS

Intelligent Retail Limited
Consort House
42 Bone Lane
Newbury
Berkshire
RG14 5SD
United Kingdom

(hereinafter called the "assignee") is desirous of acquiring the entire right, title and interest in and to said application and the inventions and improvements therein disclosed so far as the United States of America is concerned.

NOW THEREFORE in consideration of the sum of one pound sterling (£1) and other good and valuable consideration, the receipt of which is hereby acknowledged, we do hereby assign, sell, transfer and set over unto said assignee the entire right, title and interest in and to said application and the inventions and improvements therein disclosed for the United States and any Letters Patent which may issue therefor in the United States and all divisions, re-issues, continuations, renewals and/or extensions thereof, said assignee to have and to hold the interests herein assigned to the full ends of the terms of said Letters Patent and any and all divisions, re-issues, continuations, renewals and/or extensions thereof, respectively, as fully and entirely as the same would have been held and enjoyed by us had this assignment not be made.

The Commissioner of Patents is requested to issue such Letters Patent in accordance herewith. We covenant that we are the lawful owners of the said application, and of the right to make, use or sell the inventions and improvements disclosed therein within the United States and that we have the full right to make this assignment.

And for the consideration aforesaid, we agree that we will communicate to said assignee or the representatives thereof any facts known to us respecting the inventions and improvements of the said United States application and will, upon request, but without expense to us, testify in any legal proceedings, sign all lawful papers, execute all divisional, re-issue, continuation, renewal and/or extension applications, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by said assignee or by Counsel for said assignee, to assist or enable said assignee to obtain and enforce full benefits from the rights and interests herein assigned. This assignment shall be binding upon our heirs, executors, administrators, successors and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of said assignee.

EXECUTED at

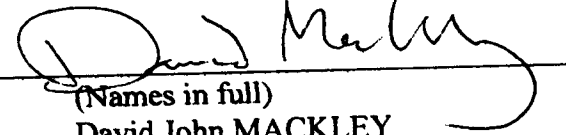
this

15th

day of

September

2011


(Names in full)
David John MACKLEY

EXECUTED at

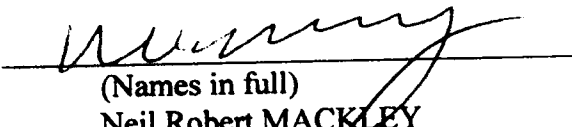
this

15th

day of

September

2011


(Names in full)
Neil Robert MACKLEY

EXECUTED at

this

15th

day of

September

2011

(Names in full)
Ying ZHOU