

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
IDEO LLC	12/02/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Walgreen Co.
<b>Street Address:</b>	104 Wilmot Road
<b>City:</b>	Deerfield
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60015
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13286909
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(312)474-0448
<b>Email:</b>	rvascik@marshallip.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Correspondent Name:</b>	Randall G. Rueth
<b>Address Line 1:</b>	233 S. Wacker Drive
<b>Address Line 2:</b>	Suite 6300
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606
<b>ATTORNEY DOCKET NUMBER:</b>	PTS-914
<b>NAME OF SUBMITTER:</b>	Renee A. Vascik
<b>Total Attachments: 1</b> source=IdeoWal45793#page1.tif	

OP \$40.00 13286909

ASSIGNMENT OF PATENT RIGHTS

This assignment of patent rights ("Assignment") is by and between IDEO LLC, with offices at 626 West Jackson Blvd., 7th Floor, Chicago, IL 60661 ("Assignor") and Walgreen Co., with offices 104 Wilmot Road, Deerfield, IL 60015 ("Assignee") and is effective as of November 1, 2011 ("Effective Date").

The parties agree as follows:

- 1. For good and valuable consideration, the receipt and sufficiency of which is hereby agreed, Assignor hereby sells, conveys, assigns, and transfers to Assignee its entire right, title and interest, in law and in equity, throughout the world, in and to U.S. Patent Application No. 13/286,909 for System and Method for Advanced Identification of a Customer to Decrease Wait Time for Prescription, filed on November 1, 2011; all United States, PCT and foreign patent applications claiming priority thereto; all continuations, continuations-in-parts and divisionals of any of the foregoing; patents issuing on any of the foregoing; and reissues, reexaminations, term extensions and supplementary protection certificates of any of the foregoing, together with all rights and privileges granted and secured thereby, including the full right to sue for past, present and/or future infringement of any of the foregoing.
- 2. Assignor represents and warrants that it is the owner of the interest herein assigned, that Assignor has the right to make this Assignment, that the undersigned has the authority to bind Assignor and act on Assignor's behalf, and that there are no outstanding prior assignments except to Assignee, licenses or other rights in the interest herein assigned.
- 3. The terms and covenants of this Assignment shall inure to the benefit of the Assignee, its successors and assigns and other legal representatives, and shall be binding upon the Assignor, its successors, legal representatives and assigns.

The parties execute this valid and binding assignment as of the Effective Date.

IDEO LLC

Andrew Burroughs  
Name

PARTNER  
Title

12/2/11  
Date

STATE OF ILLINOIS            )  
  ) SS.  
COUNTY OF COOK            )

On this 2nd day of December, 2011, there appeared before me the aforementioned, known to me, who signed this Assignment as a voluntary act and deed.

Yolanda Walker  
Notary Public

