

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Paul Roller Michaelis</td> <td>09/22/2009</td> </tr> <tr> <td>David S. Mohler</td> <td>10/12/2009</td> </tr> </tbody> </table>		Name	Execution Date	Paul Roller Michaelis	09/22/2009	David S. Mohler	10/12/2009				
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<table border="1"> <tr> <td>Name:</td> <td>Avaya Inc.</td> </tr> <tr> <td>Street Address:</td> <td>211 Mount Airy Road</td> </tr> <tr> <td>City:</td> <td>Basking Ridge</td> </tr> <tr> <td>State/Country:</td> <td>NEW JERSEY</td> </tr> <tr> <td>Postal Code:</td> <td>07920</td> </tr> </table>		Name:	Avaya Inc.	Street Address:	211 Mount Airy Road	City:	Basking Ridge	State/Country:	NEW JERSEY	Postal Code:	07920
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CORRESPONDENCE DATA											
<p>Fax Number: (303)863-0223 Phone: 303-863-9700 Email: dswartz@sheridanross.com <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: Douglas W. Swartz/SHERIDAN ROSS P.C. Address Line 1: 1560 BROADWAY, SUITE 1200 Address Line 4: DENVER, COLORADO 80202</p>											
ATTORNEY DOCKET NUMBER:	4366JKH-40-DIV DWS										
NAME OF SUBMITTER:	Douglas W. Swartz										
Total Attachments: 2 source=509094-US-DIV-ExecutedAssignment1-9-12#page1.tif source=509094-US-DIV-ExecutedAssignment1-9-12#page2.tif											

CH \$40.00 13345918

Worldwide Assignment

WHEREAS, I/We Paul Roller Michaelis and David S. Mohler have made an invention entitled "CUSTOMER LOYALTY, PRODUCT DEMONSTRATION, AND STORE/CONTACT CENTER/INTERNET COUPLING SYSTEM AND METHOD" for which I/We have filed an application for Letters Patent of the United States on September 24, 2009, under Application No. 12/566,395 and Attorney Docket No. 4366DMG-35.

WHEREAS, Avaya Inc. ("ASSIGNEE"), a corporation or other business entity duly registered in the State/Country of Delaware, whose postal address is 211 Mount Airy Road, Basking Ridge, New Jersey, 07920, desires to acquire the entire right, title, and interest in and to the invention, the application, and any Letters Patent to be granted for the invention in the United States and in all foreign countries;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) paid to me/us by ASSIGNEE, and other good and valuable consideration, the receipt and sufficiency of which I/We acknowledge, I/We, have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto ASSIGNEE, its successors, legal representatives, and assigns, the entire right, title, and interest in and to the invention, the application, all applications claiming benefit of the application, including, but not limited to, all divisions and continuations of the application, and all Letters Patent that may be granted thereon in the United States, Canada and in all foreign countries, and all reissues thereof, together with the right to claim priority under the International Convention in all member countries; and I/We authorize and request the Director of Patents and Trademarks to issue all Letters Patent for the invention to ASSIGNEE, its successors, legal representatives, and assigns in accordance with the terms of this Assignment;

AND I/We covenant and agree that I/We have the full right to convey the entire right, title, and interest herein assigned and that I/We have not executed and will not execute any assignment or other instrument in conflict with this Assignment;

AND I/We further covenant and agree that upon request by ASSIGNEE, its successors, legal representatives, and/or assigns, and without further consideration, I/We will do all lawful acts that may be necessary or desirable to assist ASSIGNEE, its successors, legal representatives, and/or assigns to obtain and enforce patent protection for the invention in the United States and in all foreign countries, including, but not limited to, communicate with ASSIGNEE, its successors, legal representatives, and/or assigns any facts known to me/us regarding the invention, testify in any legal proceeding, sign all lawful papers, execute and deliver all papers that may be necessary or desirable to perfect the title to the invention in ASSIGNEE, its successors, legal representatives, and/or assigns, execute all divisional, continuation, and reissue applications, and make all rightful oaths, it being understood that any expense incident to the rendering of such assistance will be borne by ASSIGNEE, its successors, legal representatives, and/or assigns;

AND I/We further hereby authorize ASSIGNEE, or its attorneys or agents, to insert the correct Application Number and filing Date into this Assignment, if none is indicated on that date of my/our execution of this agreement.

IN WITNESS WHEREOF, I/We have executed this Assignment on the date(s) indicated below.

Signature: <u>Paul Roller Michaelis</u>	Signature: _____
Date: <u>SEPT 22, 2009</u>	Date: _____
Full Name: <u>Paul Roller Michaelis</u>	Full Name: <u>David S. Mohler</u>
Address: <u>1918 Quail Circle</u>	Address: <u>8304 Urban Court</u>
<u>Louisville, CO 80027</u>	<u>Arvada, CO 80005</u>
<u>U.S.</u>	<u>U.S.</u>

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Signature: _____

Date: _____

Full Name: Paul Roller Michaelis

Address: 1918 Quail Circle

Louisville, CO 80027

U.S.

Signature: David S. Mohler

Date: October 12, 2009

Full Name: David S. Mohler

Address: 8304 Urban Court

Arvada, CO 80005

U.S.