

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Neal APPLEFELD	02/01/2012
RECEIVING PARTY DATA	
Name:	DNA Concepts LLC
Street Address:	296 S. Merkle Road
City:	Bexley
State/Country:	OHIO
Postal Code:	43209
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13364708
CORRESPONDENCE DATA	
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Correspondent Name:	Pillsbury Winthrop Shaw Pittman, LLP (NV)
Address Line 1:	PO Box 10500
Address Line 4:	McLean, VIRGINIA 22102
ATTORNEY DOCKET NUMBER:	035638-0402453
NAME OF SUBMITTER:	James G. Gatto
Total Attachments: 2 source=0402453_assignment#page1.tif source=0402453_assignment#page2.tif	

CH \$40.00 13364708

For: U.S. Rights and Foreign Rights
For: U.S. Application
By: Inventors

ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of Ten Dollars (\$10.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR:

NEAL APPLEFELD
296 S. Merkle Road
Bexley, Ohio 43209

hereby sells, assigns and transfers to

ASSIGNEE:

DNA Concepts LLC
296 S. Merkle Road
Bexley, Ohio 43209

and the successors, assigns and legal representatives of the ASSIGNEE the entire right, title and interest for the United States and its territorial possessions and in all foreign countries, including all rights to claim priority, in and to any and all improvements which are disclosed in the invention entitled:

AUGMENTED REALITY RETAIL APPLICATION

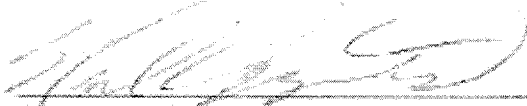
and which is found in (37 C.F.R. § 3.21) U.S. patent application executed on even date herewith or U.S. Patent Application No.: _____ filed _____, naming the above inventors for the above-entitled invention and any legal equivalent thereof in a foreign country, including the right to claim priority and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

To comply with 37 C.F.R. § 3.21 for recordal of this assignment, I, an ASSIGNOR, signing below, hereby authorize and request my attorney to insert below the filing date and application number when they become known.

ASSIGNOR hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNOR further covenant that ASSIGNEE will, upon request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or legal representatives 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 which may be necessary or desirable to carry out the purposes thereof.

Date: 2-1-12


Signature of NEAL APPLEFELD