

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>Jonathan Otto</td> <td>04/08/2009</td> </tr> <tr> <td>Andrew Van Luchene</td> <td>06/12/2009</td> </tr> </tbody> </table>		Name	Execution Date	Jonathan Otto	04/08/2009	Andrew Van Luchene	06/12/2009				
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Andrew Van Luchene	06/12/2009										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>RetailDNA, LLC</td> </tr> <tr> <td>Street Address:</td> <td>1200 N. Dixie Highway</td> </tr> <tr> <td>City:</td> <td>Lake Worth</td> </tr> <tr> <td>State/Country:</td> <td>FLORIDA</td> </tr> <tr> <td>Postal Code:</td> <td>33460</td> </tr> </table>		Name:	RetailDNA, LLC	Street Address:	1200 N. Dixie Highway	City:	Lake Worth	State/Country:	FLORIDA	Postal Code:	33460
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PROPERTY NUMBERS Total: 1											
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Application Number:	13276077										
CORRESPONDENCE DATA											
<p>Fax Number: (203)438-6991 Phone: (203) 438-6408 Email: mdowns@finchamdowns.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: Michael Downs Address Line 1: 470 Main St., Suite 303 Address Line 4: Ridgefield, CONNECTICUT 06877</p>											
ATTORNEY DOCKET NUMBER:	RD01-021-02										
NAME OF SUBMITTER:	Michael D. Downs										
<p>Total Attachments: 4 source=RD01-021-02 Copy of Assignment 2012-02-16#page1.tif source=RD01-021-02 Copy of Assignment 2012-02-16#page2.tif source=RD01-021-02 Copy of Assignment 2012-02-16#page3.tif source=RD01-021-02 Copy of Assignment 2012-02-16#page4.tif</p>											

OP \$40.00 13276077

**Assignment of Rights, Title and Interest in Invention
(Multiple inventors; single assignee)**

Docket Number

RETP102RUS

Whereas, we, the above-identified Inventors, have invented certain new and useful improvements in the Invention identified above and described in the above-identified patent application(s) and/or patent(s) (hereinafter referred to as "Invention");

And, whereas we desire to assign our above-identified rights, title and interest in the Invention to the above-identified Assignee;

Now, this indenture witnesseth, that for good and valuable consideration, the receipt whereof is hereby acknowledged;

We hereby assign, sell and transfer our above-identified rights, title and interest in said Invention, said application (s) as identified above, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted or have granted for said Invention and in and to any and all reissues and reexaminations thereof, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;

And we hereby authorize and request the Director of the United States Patent and Trademark Office to issue any United States Letters Patent which may issue for said Invention to said Assignee, as assignee of the whole right, title and interest thereto;

And we further agree to sign and execute all necessary and lawful future documents, including applications for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid Invention, as the Assignee or its Designee(s) may from time to time require and prepare at its own expense.

Inventors' Signatures (if Notarization is desired, do not sign here and proceed to next page)

Name

Signature/Date

Jonathan OTTO



4/8/09

Andrew VAN LUCHENE

RETP102RUS