

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
David Martin	12/06/2011
RECEIVING PARTY DATA	
Name:	FMR LLC
Street Address:	82 Devonshire Street
Internal Address:	.
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02109-3614
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13325335
CORRESPONDENCE DATA	
Fax Number:	(877)769-7945
Phone:	(617) 542-5070
Email:	maloney@fr.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:	Denis G. Maloney
Address Line 1:	FISH & RICHARDSON P.C.
Address Line 2:	P.O.BOX 1022
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022
ATTORNEY DOCKET NUMBER:	08575-0169001
NAME OF SUBMITTER:	Denis G. Maloney
Total Attachments: 2 source=assign08575_0169001#page1.tif source=assign08575_0169001#page2.tif	

CH \$40.00 13325335

ASSIGNMENT

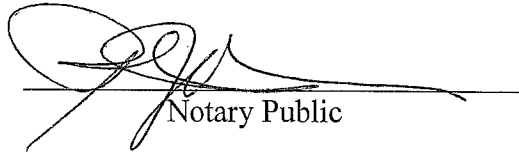
For valuable consideration, I, David Martin, of 62 Pine Street, Natick, Massachusetts 01760 hereby assign to FMR LLC, a corporation of Delaware, having a place of business at 82 Devonshire Street, Boston, MA 02109, and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by me, entitled Augmented Reality System for Product Selection, filed 12/14/11, and assigned U.S. Serial Number 13/325,335, and I authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and I authorize the Assignee to apply in all countries in my name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and I agree for me and my respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

The Commonwealth of Massachusetts



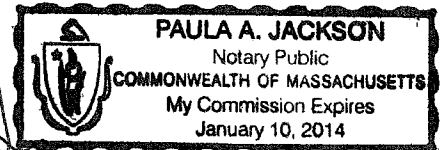
SS.

On this 6th day of December, 20 11, before me, the undersigned officer, personally appeared DAVID C. Martin, proved to me through evidence of identification, to wit: Ma Driver's License, to be the person(s) whose name(s) is/are signed on the attached document, and who acknowledged to me that DAVID C. Martin signed it voluntarily for its stated purpose.


Notary Public

12/6/11
Date


David Martin



22743246.doc