501933019 05/24/2012

PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT		

CONVEYING PARTY DATA

Name	Execution Date
Brett Bracewell BONNER	05/25/2010
Christopher Todd HJELM	05/19/2010
Titus Arthur JONES	06/01/2010
John Edward OSBORNE II	05/25/2010
Dion Brent PERKINS	05/19/2010

RECEIVING PARTY DATA

Name:	SUNRISE R&D HOLDINGS, LLC		
Street Address:	1014 Vine Street		
City:	Cincinnati		
State/Country:	ОНЮ		
Postal Code:	45202		

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13475715

CORRESPONDENCE DATA

 Fax Number:
 (703)770-7901

 Phone:
 703-770-7900

Email: jennifer.sallee@pillsburylaw.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

via US Mail.

Correspondent Name: PILLSBURY WINTHROP SHAW PITTMAN LLP

Address Line 1: P.O. BOX 10500

Address Line 4: MCLEAN, VIRGINIA 22102

ATTORNEY DOCKET NUMBER:	094176-0407762
NAME OF SUBMITTER:	Jennifer E. Sallee

PATENT REEL: 028266 FRAME: 0131 127CF 00 0F#

501933019 REEL: 02820

Total Attachments: 6 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment#page4.tif source=Assignment#page5.tif source=Assignment#page6.tif

ASSIGNMENT of US 12/778,346

			•				
(1-8)	Insert	(1) E	Brett Bracewell Bonner	(5)	Dion Brent Perkins		
	Names(s) of	(2)	Christopher Todd Hjelm	(6)			
	Inventor(s)	(3) T	itus Arthur Jones	(7)			
		(4) J	ohn Edward Osborne, II	(8)			
		valuable		f the u	ollar (\$1.00) and/or other good and undersigned, each undersigned ansfer and set over to		
(9)	Insert Name of Assignee	(9)	Sunrise R&D Holdings, LL	C			
(10)	Insert Address of Assignee	(10)					
(11)	Insert Identificatio	assigns a United S all applie divisiona Patent, e on this in	and legal representatives, the states of America as defined cation for patent including aral, continuation, substitute, a xtensions, reissues and reexanvention known as	entire in 35 to ny and nd reis iminat	d Assignee's heirs, successors, right, title and interest for the U.S.C. §100, in the invention, and in all provisional, non-provisional, ssue application(s), and all Letter tion certificates that may be granted		
,	Such as Title, Cas	se (11)	Methods of Acquiring Actu				
	Number, or Foreig			e to a	Moment of Decision by a Shopper		
	Application Numb	er	US 12/778,346,				
		-	Attorney Docket No. 20100	04			
arzak Heleji	Singapodeli Singapodel		th the undersigned has (have tates of America on even da		uted an application for patent in the swith or		
(12)	Insert Date of		원 1일도 2일 : 1 : 1 : 1 : 1 : 1 : 1 : 1 : 1 : 1 :				
rannot i	Filing of Application	(12)	74 12 2010				
	Application	(12)	May 12, 2010				
(13)	Alternative Identification for Filed Application	(13) filed					
	i iica Application	med _					
			rees to execute all papers neo or reissue applications for the		y in connection with any application ntion, international PCT		

- Each undersigned agrees to execute all papers necessary in connection with any application and any continuing, divisional or reissue applications for the invention, international PCT applications, foreign applications, and any patent(s) issuing thereon, and also to execute separate assignments in connection with such applications and patents as the Assignee may deem necessary.
- 2) Each undersigned agrees to execute all papers necessary in connection with any interference which may be declared concerning any application or continuation or division thereof, or any patent or reissue application based thereon, for the invention, and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.
- 3) Each undersigned agrees to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.
- 4) Each undersigned agrees to perform all affirmative acts which may be necessary to obtain, maintain or confirm by reissue or reexamination a grant of a valid United States patent to the Assignee.
- 5) Each undersigned authorizes and requests the Director of Patents to issue any and all Letters Patents of the United States resulting from said application(s) to the said Assignee, as Assignee of the

Assignment of US 12/778,346

PATENT 1 of 2
REEL: 024581 FRAME: 0719

entire interest, and covenants that he has full rights to convey the entire interest herein assigned, and that he has not executed, and will not execute, any agreements in conflict herewith, and agrees that this assignment is binding on him and his heirs, successors, assigns and legal representatives.

6) Each undersigned hereby grants THE LAW OFFICES OF THEODORE P. CUMMINGS, LLC the power to insert on this assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

		xecuted by the unc	dersigned on the date(s) opposite the undersigned	
name Date	5/25/10	Inventor Signature:	Brett Bracewell Bonner	(SEAL)
Date		Inventor Signature:	Christopher Todd Hjelm	(SEAL)
Date		Inventor Signature:	Titus Arthur Jones	(SEAL)
Date	5/25/10	Inventor Signature:	John Edward Osborne, II	(SEAL)
Date		Inventor Signature:	Dion Brent Perkins	(SEAL)
Coun	of Ohio) aty of Hamilton) this <u>25</u> th day of A	ss.: My appeared RNE	ARIZATION STATE Reco Hamilto My Comm , 2010, before me, BRETI BUNNER	, and
acknown the	owledged to me that he	e the person whe executed the sam	personally known to me (or proved to me on the lose name is subscribed to the within instrume in his authorized capacity and that by his signation behalf of which the person acted, executively.	ent and ature on
Witn	ess My hand and officients of the North American Public Signature	Alpeal. Mummons Lummond		
Nota	ry Public Printed Name	2		

Assignment of US 12/778,346

PATEN ₹ 2 of 2 REEL: 024581 FRAME: 0720

ASSIGNMENT of US 12/778,346

(1-8)	Insert Names(s) of	(1) Brett Bracewell Bonner (5) Dion Brent Perkins (6) Christopher Todd Hielm (6)				
	Inventor(s)	(2) Christopher Todd Hjelm (6) (7) (7)				
	• •	(4) John Edward Osborne, II (8)				
		In consideration of the sum of one dollar (\$1.00) and/or other good and valuable consideration paid to each of the undersigned, each undersigned agrees to assign, and hereby does assign, transfer and set over to				
(9)	Insert Name of Assignee	(9) Sunrise R&D Holdings, LLC				
(10)	Insert Address of Assignee	(10) 1014 Vine Street, Cincinnati, OH 45202				
		(hereinafter designated as the Assignee) and Assignee's heirs, successors, assigns and legal representatives, the entire right, title and interest for the United States of America as defined in 35 U.S.C. §100, in the invention, and in all application for patent including any and all provisional, non-provisional, divisional, continuation, substitute, and reissue application(s), and all Letter Patent, extensions, reissues and reexamination certificates that may be granted on this invention known as				
(11)	Insert Identification Such as Title, Cas	ee (II)				
	Number, or Foreig Application Number	Bolia viol Bata ripploximate to a Moment of Beelstein by a Bropper				
	r ppireation rumb	Attorney Docket No. 2010004				
For which the undersigned has (have) executed an application for patent in the United States of America on even date herewith or [12] Insert Date of Filing of						
institution.	Application	(12) May 12, 2010				
(13)	Alternative Identification for	(13)				
	Filed Application	filed				
1) Each undersigned agrees to execute all papers necessary in connection with any application and any continuing, divisional or reissue applications for the invention, international PCT applications, foreign applications, and any patent(s) issuing thereon, and also to execute separate assignments in connection with such applications and patents as the Assignee may deem necessary.						

- 2) Each undersigned agrees to execute all papers necessary in connection with any interference
- which may be declared concerning any application or continuation or division thereof, or any patent or reissue application based thereon, for the invention, and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.
- 3) Each undersigned agrees to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.
- 4) Each undersigned agrees to perform all affirmative acts which may be necessary to obtain, maintain or confirm by reissue or reexamination a grant of a valid United States patent to the Assignee.
- 5) Each undersigned authorizes and requests the Director of Patents to issue any and all Letters Patents of the United States resulting from said application(s) to the said Assignee, as Assignee of the

Assignment of US 12/778,346

PATEN 1 of 2 REEL: 024581 FRAME: 0717

entire interest, and covenants that he has full rights to convey the entire interest herein assigned, and that he has not executed, and will not execute, any agreements in conflict herewith, and agrees that this assignment is binding on him and his heirs, successors, assigns and legal representatives.

6) Each undersigned hereby grants THE LAW OFFICES OF THEODORE P. CUMMINGS, LLC the power to insert on this assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned

name(s). Date Inventor Signature: (SEAL) Brett Bracewell Bonner (SEAL) Inventor Signature: (SEAL) Titus Arthur Jones Date Inventor Signature: (SEAL) John Edward Osborne, II 5/19/2010 (SEAL) LAKYSHA N. DRUMMOND STATE OF OHIO Recorded in State of Ohio **Hamilton County** My Comm. Exp. 4/8/14 County of Hamilton

personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal

1.4.1.6.

Notary Public Printed Name

Assignment of US 12/778,346

PATEN # 2 of 2

REEL: 024581 FRAME: 0718

PATENT

REEL: 028266 FRAME: 0136

ASSIGNMENT of US 12/778,346

(1-8)	Insert		Brett Bracewell Bonner	(5)	Dion Brent Perkins	
	Names(s) of		Christopher Todd Hjelm	(6)		
	Inventor(s)		Γitus Arthur Jones	(7)		
		(4)	ohn Edward Osborne, II	(8)		
		valuable		the t	ollar (\$1.00) and/or other good and undersigned, each undersigned ransfer and set over to	
(9)	Insert Name of Assignee	(9)	Sunrise R&D Holdings, LLC	2		
(10)	Insert Address of Assignee	(10)				
	Assignee	(10)	1014 Vine Street, Cincinnati	OH	45202	
	(hereinafter designated as the Assignee) and Assignee's heirs, successors, assigns and legal representatives, the entire right, title and interest for the United States of America as defined in 35 U.S.C. §100, in the invention, and in all application for patent including any and all provisional, non-provisional, divisional, continuation, substitute, and reissue application(s), and all Letter Patent, extensions, reissues and reexamination certificates that may be granted on this invention known as					
(11)	Insert Identification Such as Title, Cas		Methods of Acquiring Actua	l Rea	al-Time Shopper	
	Number, or Foreig	п	Behavior Data Approximate to a Moment of Decision by a Shopper			
	Application Number	er	US 12/778,346,			
			Attorney Docket No. 201000)4		
0:#36 (2)*10 7(1)	Insert Date of Filing of Application		ch the undersigned has (have) States of America on even date May 12, 2010		euted an application for patent in the ewith or	
(13)	Alternative Identification for	(13)	3			
	Filed Application	filed				
and an applica assignment which or reise	y continuing, di ations, foreign a ments in connec 2) Each unders may be declared sue application	visional pplication with signed ago deconcer based the	or reissue applications for the ons, and any patent(s) issuing to such applications and patent grees to execute all papers neconing any application or continuous and any application or continuous applications and any application or continuous and any applications and any applications and any application or continuous and any application or continuous and any applications and any applications and applications are applications are applications and applications are applications are applications are	inve herees as t essar uatio coo	on, and also to execute separate the Assignee may deem necessary y in connection with any interference on or division thereof, or any patent operate with the Assignee in every	

3) Each undersigned agrees to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

4) Each undersigned agrees to perform all affirmative acts which may be necessary to obtain, maintain or confirm by reissue or reexamination a grant of a valid United States patent to the Assignee.

5) Each undersigned authorizes and requests the Director of Patents to issue any and all Letters Patents of the United States resulting from said application(s) to the said Assignee, as Assignee of the

Assignment of US 12/778,346

PATENT 1 of 2

REEL: 024581 FRAME: 0721

entire interest, and covenants that he has full rights to convey the entire interest herein assigned, and that he has not executed, and will not execute, any agreements in conflict herewith, and agrees that this assignment is binding on him and his heirs, successors, assigns and legal representatives.

6) Each undersigned hereby grants THE LAW OFFICES OF THEODORE P. CUMMINGS, LLC the power to insert on this assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s). (SEAL) Date Inventor Signature: Brett Bracewell Bonner Inventor Signature: (SEAL) Chaistopher Todd Hjelm Inventor Signature: (SEAL) John Edward Osborne, II Inventor Signature: (SEAL) Dion Brent Perkins LAKYSHA N. DRUMMOND **NOTARY PUBLIC** STATE OF OHIO Recorded in State of Ohio **Hamilton County** My Comm. Exp. 4/8/14 ss: County of Hamilton th day of _0 2010, before me, personally personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument. Public Printed Name

Assignment of US 12/778,346

PATENT^{e 2 of 2} RECORDED: 06/23/2010 REEL: 024581 FRAME: 0722

> **PATENT** REEL: 028266 FRAME: 0138

RECORDED: 05/24/2012