

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Brett Bracewell BONNER</td> <td>05/25/2010</td> </tr> <tr> <td>Christopher Todd HJELM</td> <td>05/19/2010</td> </tr> <tr> <td>Titus Arthur JONES</td> <td>06/01/2010</td> </tr> <tr> <td>John Edward OSBORNE II</td> <td>05/25/2010</td> </tr> <tr> <td>Dion Brent PERKINS</td> <td>05/19/2010</td> </tr> </tbody> </table>		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
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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:	OHIO												
Postal Code:	45202												
PROPERTY NUMBERS Total: 1													
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13475715</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13475715								
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CORRESPONDENCE DATA													
Fax Number:	(703)770-7901												
Phone:	703-770-7900												
Email:	jennifer.sallee@pillsburylaw.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:	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												

CH \$40.00 13475715

Total Attachments: 6

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ASSIGNMENT of US 12/778,346

(1-8)	Insert Names(s) of Inventor(s)	(1) <u>Brett Bracewell Bonner</u> (2) <u>Christopher Todd Hjelm</u> (3) <u>Titus Arthur Jones</u> (4) <u>John Edward Osborne, II</u>	(5) <u>Dion Brent Perkins</u> (6) _____ (7) _____ (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) <u>Sunrise R&D Holdings, LLC</u>
(10)	Insert Address of Assignee	(10) <u>1014 Vine Street, Cincinnati, OH 45202</u>

(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, Case Number, or Foreign Application Number	(11) <u>Methods of Acquiring Actual Real-Time Shopper</u> <u>Behavior Data Approximate to a Moment of Decision by a Shopper</u> <u>US 12/778,346,</u> <u>Attorney Docket No. 2010004</u>
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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 Application	(12) <u>May 12, 2010</u>
(13)	Alternative Identification for Filed Application	(13) _____ 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

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 5/25/10 Inventor Signature: *Brett Bracewell Bonner* (SEAL)
Brett Bracewell Bonner

Date _____ Inventor Signature: _____ (SEAL)
Christopher Todd Hjelm

Date _____ Inventor Signature: _____ (SEAL)
Titus Arthur Jones

Date 5/25/10 Inventor Signature: *John E Osborne, II* (SEAL)
John Edward Osborne, II

Date _____ Inventor Signature: _____ (SEAL)
Dion Brent Perkins

NOTARIZATION



LAKYSHA N. DRUMMOND
NOTARY PUBLIC
STATE OF OHIO
Recorded in
Hamilton County
My Comm. Exp. 4/8/14

State of Ohio)
) ss.:
County of Hamilton)

On this 25th day of May, 2010, before me, BRETT BONNER,
personally JOHN OSBORNE appeared
_____,
_____ and

_____ 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.

Lakysa N. Drummond
Notary Public Signature

Lakysa N. Drummond
Notary Public Printed Name

ASSIGNMENT of US 12/778,346

(1-8)	Insert Names(s) of Inventor(s)	(1) <u>Brett Bracewell Bonner</u> (2) <u>Christopher Todd Hjelm</u> (3) <u>Titus Arthur Jones</u> (4) <u>John Edward Osborne, II</u>	(5) <u>Dion Brent Perkins</u> (6) _____ (7) _____ (8) _____
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(11)	Insert Identification Such as Title, Case Number, or Foreign Application Number	(11) <u>Methods of Acquiring Actual Real-Time Shopper Behavior Data Approximate to a Moment of Decision by a Shopper US 12/778,346, Attorney Docket No. 2010004</u>
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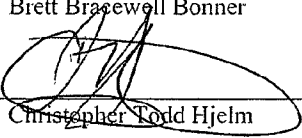
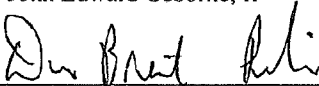
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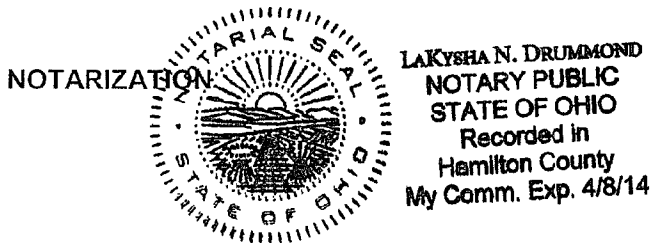
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entire interest, and covenants that he has full rights to convey the entire interest herein assigned, and that he has not executed, and will not execute, any agreements in conflict herewith, and agrees that this assignment is binding on him and his heirs, successors, assigns and legal representatives.

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

Date	_____	Inventor Signature:	_____	(SEAL)
			Brett Bracewell Bonner	
Date	<u>5/19/2010</u>	Inventor Signature:		(SEAL)
			Christopher Todd Hjelm	
Date	_____	Inventor Signature:	_____	(SEAL)
			Titus Arthur Jones	
Date	_____	Inventor Signature:	_____	(SEAL)
			John Edward Osborne, II	
Date	<u>5/19/2010</u>	Inventor Signature:		(SEAL)
			Dion Brent Perkins	

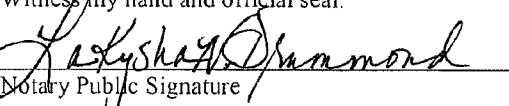


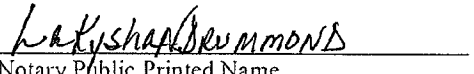
State of Ohio)
)
 County of Hamilton)

ss.:

On this 19th day of May, 2010, before me, CHRIS HJELM,
 personally appeared _____,
DION PERKINS, _____,
 _____, and _____,

_____ 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.


 Notary Public Signature


 Notary Public Printed Name

ASSIGNMENT of US 12/778,346

(1-8) Insert Names(s) of Inventor(s)	(1) <u>Brett Bracewell Bonner</u> (2) <u>Christopher Todd Hjelm</u> (3) <u>Titus Arthur Jones</u> (4) <u>John Edward Osborne, II</u>	(5) <u>Dion Brent Perkins</u> (6) _____ (7) _____ (8) _____
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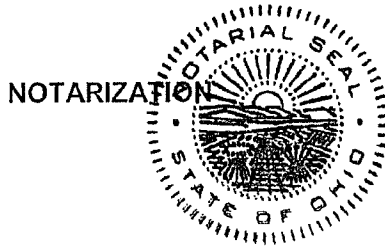
Date _____ Inventor Signature: _____ (SEAL)
Brett Bracewell Bonner

Date _____ Inventor Signature: _____ (SEAL)
Christopher Todd Hjelm

Date 6/1/2010 Inventor Signature: _____ (SEAL)
Titus Arthur Jones

Date _____ Inventor Signature: _____ (SEAL)
John Edward Osborne, II

Date _____ Inventor Signature: _____ (SEAL)
Dion Brent Perkins



LAKYSHA N. DRUMMOND
NOTARY PUBLIC
STATE OF OHIO
Recorded in
Hamilton County
My Comm. Exp. 4/8/14

State of Ohio)
County of Hamilton) ss.:

On this 1th day of JUNE, 2010, before me, TITUS JONES,
personally appeared _____,

_____ and
_____ 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.
Lakysha N. Drummond
Notary Public Signature

Lakysha N. Drummond
Notary Public Printed Name