

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Michael W Wallace	07/05/2012
Philip Trevor Odom	07/05/2012
RECEIVING PARTY DATA	
Name:	Pure Imagination, LLC
Street Address:	400 SE 169th Avenue
City:	Vancouver
State/Country:	WASHINGTON
Postal Code:	98684
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12485006
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Fax Number:	(360)397-0473
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Address Line 1:	406 West 12th Street
Address Line 4:	Vancouver, WASHINGTON 98660
ATTORNEY DOCKET NUMBER:	PURI.008
NAME OF SUBMITTER:	Philip R.M. Hunt
Total Attachments: 4 source=PURI.008-20120705-Assgnmt-both#page1.tif source=PURI.008-20120705-Assgnmt-both#page2.tif source=PURI.008-20120705-Assgnmt-both#page3.tif source=PURI.008-20120705-Assgnmt-both#page4.tif	

OP \$40.00 12485006

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PATENT
REEL: 028500 FRAME: 0888

ASSIGNMENT

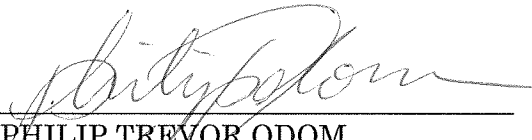
Assignor: PHILIP TREVOR ODOM
Address: 6326 NE 18th Avenue
Portland, OR 97211
Assignee: PURE IMAGINATION, LLC
Address: 400 SE 169th Avenue
Vancouver, WASHINGTON 98684
Title of
Invention: METHOD AND SYSTEM FOR ENCODING DATA, AND METHOD AND
SYSTEM FOR READING ENCODED DATA
U.S. Patent
Application
Serial No.: 12/485,006
Filing Date: 15 JUN 2009
U.S. Patent No.:
Issued:

For good and valuable consideration, the receipt of which is hereby acknowledged, the above-named Assignor hereby sells, assigns and transfers to Assignee, the full and exclusive right, title and interest in and to the above-identified invention, patent application and patent rights throughout the world, including foreign patent priority rights; said invention, application and letters patent in this or any foreign country, and all divisions, continuations, reissues and extensions thereof, to be held and enjoyed by Assignee, for its own use and benefit, and for its successors and assigns to the full end of the term for which letters patent may be granted in this or any foreign country, as fully and entirely as the same would have been held by Assignor had this assignment and sale not been made, and covenant that Assignor has full right so to do, and agree that Assignor will communicate to Assignee, or its successors and assigns, any facts known to

Assignor respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths, and do everything possible to aid Assignee, its successors and assigns to obtain and enforce proper patent protection for said invention in this or any foreign country.

In the event that the patent application filing date or serial number is not known at the time this document is executed, Assignor hereby grants permission to the attorneys of record in the patent application to fill in the filing date and/or serial number above, and to record this assignment after such information is added.

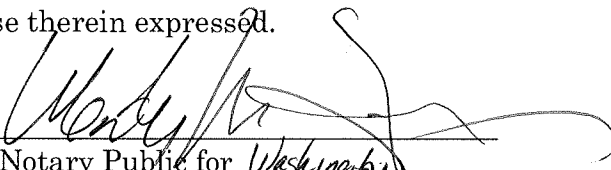
Executed at Vancouver, Washington, U.S.A., this 5th of July, 2012.



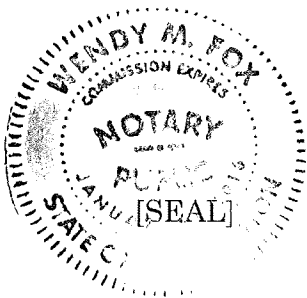
PHILIP TREVOR ODOM
Assignor

STATE OF WASHINGTON)
) ss.
County of Clark)

Before me this July 5, 2012, personally appeared the above-named individual, to me known to be the person who is described in and who executed the foregoing assignment instrument and acknowledged to me that he executed the same of his own free will for the purpose therein expressed.



Notary Public for Washington
My commission expires: 1-1-16



ASSIGNMENT


Assignor: MICHAEL W. WALLACE
Address: 400 SE 169th Avenue
Vancouver, WASHINGTON 98684
Assignee: PURE IMAGINATION, LLC
Address: 400 SE 169th Avenue
Vancouver, WASHINGTON 98684
Title of
Invention: METHOD AND SYSTEM FOR ENCODING DATA, AND METHOD AND
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Assignor respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths, and do everything possible to aid Assignee, its successors and assigns to obtain and enforce proper patent protection for said invention in this or any foreign country.

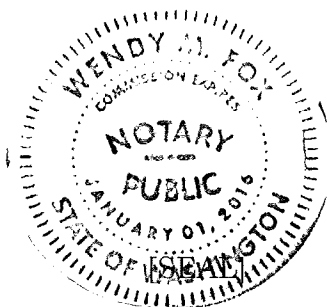
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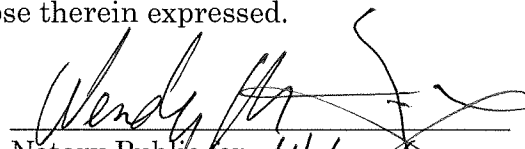
Executed at Vancouver, Washington, U.S.A., this 5 of July, 2012.


MICHAEL W. WALLACE
Assignor

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My commission expires: 1-1-16