

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>Malay Kundu</td> <td>07/24/2012</td> </tr> <tr> <td>Joshua Migdal</td> <td>07/24/2012</td> </tr> </tbody> </table>		Name	Execution Date	Malay Kundu	07/24/2012	Joshua Migdal	07/24/2012
Name	Execution Date						
Malay Kundu	07/24/2012						
Joshua Migdal	07/24/2012						
RECEIVING PARTY DATA							
Name:	Stoplift, Inc.						
Street Address:	185 Alewife Brook Parkway, Suite 401						
City:	Cambridge						
State/Country:	MASSACHUSETTS						
Postal Code:	02138						
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>13490286</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13490286		
Property Type	Number						
Application Number:	13490286						
CORRESPONDENCE DATA							
Fax Number:	5086169661						
Phone:	508-616-9660						
Email:	docket@chapin-ip-law.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:	BARRY W. CHAPIN, CHAPIN IP LAW, LLC						
Address Line 1:	352 Turnpike Road						
Address Line 2:	Suite 110						
Address Line 4:	Southborough, MASSACHUSETTS 01772						
ATTORNEY DOCKET NUMBER:	STL12-05						
NAME OF SUBMITTER:	Paul P. Kriz						
Total Attachments: 2 source=STL12-05_Executed_Assignment#page1.tif source=STL12-05_Executed_Assignment#page2.tif							

OP \$40.00 13490286

ASSIGNMENT

WHEREAS, we, Malay Kundu and Joshua Migdal have invented a certain improvement in **NOTIFICATION SYSTEM AND METHODS FOR USE IN RETAIL ENVIRONMENTS** described in an application for Letters Patent of the United States, the specification of which:

- is being executed on even date herewith and is about to be filed in the United States Patent Office;
- was filed on June 6, 2012 as U.S. Application No. 13/490,286;
- was patented under U.S. Patent No. _____ on _____.

WHEREAS, Stoplift, Inc. (hereinafter "ASSIGNEE"), a corporation organized and existing under the laws of the State of Delaware and having a usual place of business at 185 Alewife Brook Parkway, Suite 401, Cambridge, MA 02138 desires to acquire an interest therein in accordance with agreements duly entered into with us;

NOW, THEREFORE, to all whom it may concern be it known that for and in consideration of said agreements and of other good and valuable consideration, the receipt of which is hereby acknowledged, we have sold, assigned and transferred and by these presents do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, the entire right, title and interest in and throughout the United States of America, its territories and all foreign countries, in and to said invention as described in said application, together with the entire right, title and interest in and to said application and such Letters Patent as may issue thereon; said invention, application and Letters Patent to be held and enjoyed by said ASSIGNEE for its own use and behalf and for its successors, assigns and legal representatives, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held by us had this assignment and sale not been made; we hereby convey all rights arising under or pursuant to any and all international agreements, treaties or laws relating to the protection of industrial property by filing any such applications for Letters Patent. We hereby acknowledge that this assignment, being of the entire right, title and interest in and to said invention, carries with it the right in ASSIGNEE to apply for and obtain from competent authorities in all countries of the world any and all Letters Patent by attorneys and agents of ASSIGNEE's selection and the right to procure the grant of all such Letters Patent to ASSIGNEE for its own name as assignee of the entire right, title and interest therein;


AND, we hereby further agree for ourselves and our executors and administrators to execute upon request any other lawful documents and likewise to perform any other lawful acts which may be deemed necessary to secure fully the aforesaid invention to said ASSIGNEE, its successors, assigns and legal

- 2 -

representatives, but at its or their expense and charges, including the execution of applications for patents in foreign countries, and the execution of substitution, reissue, divisional or continuation applications and preliminary or other statements and the giving of testimony in any interference or other proceeding in which said invention or any application or patent directed thereto may be involved;

AND, we do hereby authorize and request the Commissioner of Patents of the United States to issue such Letters Patent as shall be granted upon said application or applications based thereon to said ASSIGNEE, its successors, assigns, and legal representatives.

IN TESTIMONY WHEREOF, we have hereunto set our hands and the date set forth below.

Inventor: 
Malay Kundu

Dated: 7-24-12

Inventor: 
Joshua Migdal

Dated: 7/24/12