

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Greenflower Intercode Holding B.V.	09/03/2012
RECEIVING PARTY DATA	
Name:	Van Megchelen & Tilanus B.V.
Street Address:	Tilanuspark 1
City:	6716 EE Ede
State/Country:	NETHERLANDS
PROPERTY NUMBERS Total: 3	
Property Type	Number
Application Number:	12989642
Application Number:	12989643
Application Number:	12989646
CORRESPONDENCE DATA	
Fax Number:	4129455933
Phone:	412-471-8815
Email:	assignments@webblaw.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:	The Webb Law Firm, John W. McIlvaine
Address Line 1:	420 Ft. Duquesne Blvd., Suite 1200
Address Line 2:	One Gateway Center
Address Line 4:	Pittsburgh, PENNSYLVANIA 15222
ATTORNEY DOCKET NUMBER:	3135-122701
NAME OF SUBMITTER:	John W. McIlvaine
Total Attachments: 4 source=recordationAssignment122701#page1.tif source=recordationAssignment122701#page2.tif source=recordationAssignment122701#page3.tif source=recordationAssignment122701#page4.tif	

OP \$120.00 12989642

## RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)**

GREENFLOWER INTERCODE HOLDING B.V.

Additional name(s) of conveying party(ies) attached?  Yes  No

**2. Name and address of receiving party(ies)**

Name: Van Megchelen & Tilanus B.V.

Internal Address: Tilanuspark 1

Street Address: 6716 EE Ede

City: \_\_\_\_\_

State: \_\_\_\_\_

Country: NETHERLANDS

Zip: \_\_\_\_\_

Additional name(s) & address(es) attached?  Yes  No

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) September 3, 2012

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Assignment                      | <input type="checkbox"/> Merger         |
| <input type="checkbox"/> Security Agreement                         | <input type="checkbox"/> Change of Name |
| <input type="checkbox"/> Joint Research Agreement                   |   |
| <input type="checkbox"/> Government Interest Assignment             |   |
| <input type="checkbox"/> Executive Order 9424, Confirmatory License |   |
| <input type="checkbox"/> Other _____                                |   |

**4. Application or patent number(s):**

This document is being filed together with a new application.

A. Patent Application No.(s)

See Schedule A attached hereto

B. Patent No.(s)

Additional numbers attached?  Yes  No

**5. Name and address to whom correspondence concerning document should be mailed:**

Name: John W. McIlvaine

Internal Address: The Webb Law Firm

Street Address: One Gateway Center  
420 Ft. Duquesne Blvd., Ste 1200

City: Pittsburgh

State: PA Zip: 15222

Phone Number: 412-471-8815

Fax Number: 412-945-5933

Email Address: assignments@webblaw.com

**6. Total number of applications and patents involved:** 3**7. Total fee (37 CFR 1.21(h) & 3.41)** \$ 120

- Authorized to be charged by credit card  
 Authorized to be charged to deposit account  
 Enclosed  
 None required (government interest not affecting title)

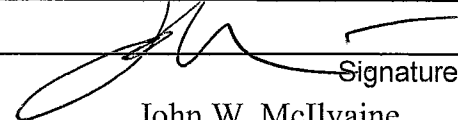
**8. Payment Information**

a. Credit Card Last 4 Numbers 4775  
Expiration Date 05/2015

b. Deposit Account Number 23-0650

Authorized User Name \_\_\_\_\_

**9. Signature:**

  
Signature

John W. McIlvaine  
Name of Person Signing

September 13, 2011  
Date

Total number of pages including cover sheet, attachments, and documents:

4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

INTERNATIONAL  
Application Serial Nos. 12/989,642, 12/989,643, 12/989,646  
Attorney Docket Nos. 3135-122701, 3135-122703, 3135-122704

ASSIGNMENT

WHEREAS, **Greenflower Intercode Holding B.V.**, a corporation of the Netherlands having a place of business at Oranje Nassaulaan 49, 1075 AK Amsterdam, the Netherlands (hereinafter "Assignor"), is the owner by assignment of United States Patent Applications as indicated in attached Schedule A (hereinafter "Patent Applications"); and

WHEREAS, **Van Megchelen & Tilanus B.V.**, a corporation of the Netherlands, having a place of business at Tilanuspark 1, 6716 EE Ede, the Netherlands (hereinafter "Assignee"), is desirous of acquiring Assignor's rights, titles, and interests in and to said Patent Applications and the inventions and improvements therein disclosed.

NOW, THEREFORE, for good and valuable consideration paid to Assignor by said Assignee, the receipt of which is hereby acknowledged, Assignor, does hereby assign, sell, and transfer unto said Assignee the full and exclusive rights, titles and interests in and to said Patent Applications, and the inventions and improvements therein disclosed for the United States and all foreign countries and any Letters Patent which may issue therefor in the United States and all foreign countries and all divisions, reissues, continuations, continuations-in-part, renewals and/or extensions thereof. Such assignment extends to the full ends of the terms of these applications and patents as fully and entirely as the same would have been held and enjoyed by said Assignor had this Assignment not been made.

Assignor covenants that Assignor is the lawful owner of said Patent Applications, inventions and improvements, that the same are unencumbered, that no license has been granted to make, use or vend the said inventions or improvements or any of them, that Assignor has the full right to make this Assignment, and that Assignor has not executed, and will not execute any agreements inconsistent thereof.

AND, for the consideration aforesaid, Assignor or the representatives thereof will communicate to said Assignee or the representatives thereof any facts known to Assignor respecting

said inventions and improvements, and will, upon request but without expense to Assignor, testify in any legal proceedings, sign all lawful papers, execute all divisional, reissue, continuation, continuation-in-part, renewal and/or extension applications, make all rightful oaths, and generally do all other and further lawful acts deemed necessary or expedient by said Assignee or by counsel for said Assignee to assist or enable said Assignee to obtain and enforce full benefits from the rights and interests herein assigned. This Assignment shall be binding upon Assignor's administrators, successors, and/or assigns, as the case may be, and shall inure to the benefit of the administrators, successors, and/or assigns, as the case may be, of said Assignee.

IN TESTIMONY WHEREOF, Assignor has caused this Assignment to be executed effective the 3 day of September, 2012.

**Greenflower Intercode Holding B.V.**

By: E.J. LUCA

Name:

Title: Director

Witness: \_\_\_\_\_

INTERNATIONAL  
Application Serial Nos. 12/989,642, 12/989,643, 12/989,646  
Attorney Docket Nos. 3135-122701, 3135-122703, 3135-122704

**SCHEDULE A**

**Greenflower Intercode Holding B.V.** is the current owner of:

1. United States Patent Application No. **12/989,642** entitled, "Physical Product Sample Provided with at Least One Product Sample Code";
2. United States Patent Application No. **12/989,643** entitled, "Method and System for Compiling a Unique Sample Code for a Digital Sample"; and
3. United States Patent Application No. **12/989,646** entitled, "Method and System for Compiling a Unique Sample Code for Specific Web Content".