

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Peter Kim	01/11/2012
RECEIVING PARTY DATA	
Name:	John S.M. Chang
Street Address:	2391 Bateman Avenue
City:	Irwindale
State/Country:	CALIFORNIA
Postal Code:	91010
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13352213
CORRESPONDENCE DATA	
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<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:	Procopio, Cory, Hargreaves & Savitch LLP
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Address Line 4:	San Diego, CALIFORNIA 92101
ATTORNEY DOCKET NUMBER:	118169-004UTL
NAME OF SUBMITTER:	Noel Gillillespie
Total Attachments: 2 source=118169_Provisional_Assignments_2012_09_12#page1.tif source=118169_Provisional_Assignments_2012_09_12#page2.tif	

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Patent

ASSIGNMENT

WHEREAS, I the undersigned inventor of residence as listed, have invented certain new and useful improvements as below entitled, for which an application for United States Letters and Patent is made, said application having been designated as set forth below and filed on or about the date set forth below; and

WHEREAS, John S.M. Chang, (hereinafter referred to as "Assignee"),

with an address of: 2391 S. Bateman Ave.
Irwindale, CA 91010

desires to acquire the entire right, title and interest in and to the inventions, and in and to the said application and any Letters Patent(s) that may issue thereon;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I assign to Assignee, all right, title and interest in and to said inventions and in and to said application and all patents which may be granted therefor, and all provisional applications related thereto and any divisions, reissues, continuations, continuations-in-part and extensions thereof; and I authorize and request the Commissioner of Patents and Trademarks to issue all patents for said inventions, or patents resulting therefrom, insofar as our interest is concerned, to Assignee.

I also assign to Assignee, all right, title and interest in and to the inventions disclosed in said application throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said inventions in its own name throughout the world, including all rights to publish cautionary notices reserving ownership of said inventions and all rights to register said inventions in appropriate registries; and I further agree to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in Assignee.

I will communicate to Assignee any facts known to us respecting any improvements; and, at the expense of Assignee, I will testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and substitute applications, make lawful oaths and declarations, and generally do everything possible to vest title in Assignee and to aid Assignee to obtain and enforce proper protection for said inventions in all countries.

This Assignment shall be binding on the parties' successors, assigns and legal representatives.

	Serial No.	Date Filed	Invention Name
1	61/422,057	December 10, 2010	Systems and Methods for Matrix Barcode Scanning
2	61/424,584	December 17, 2010	Systems and Methods for Correlating Matrix Barcodes from Products with Matrix Barcodes from Advertisements
3	61/431,349	January 10, 2011	Systems and Methods for Augmented Reality Experience for Marketing, Products and Point of Interest and Sales
4	61/433,130	January 14, 2011	Systems and Methods for Augmented Reality Experience for Marketing, Products and Point of Interest and Sales

I hereby grant NOEL C. GILLESPIE, Registration No. 47,596 and all practitioners with the firm of Procopio, Cory, Hargreaves & Savitch LLP (Customer Number 27189) with an office at 525 B Street, Suite 2200, San Diego, CA 92101, the power to insert on this Assignment any further identification which 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.

The undersigned further declare that all statements made herein of his/her own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful and false statements may jeopardize the validity of the application or any patent issued thereon.

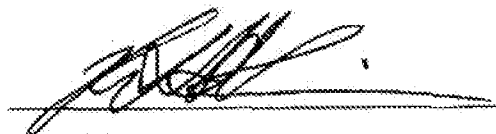
Signature of Inventor:

Inventor(s) Name:

Residence:

Citizenship:

Date:


Peter Kim
Pasadena, CA
United States
1/11/12