

## PATENT ASSIGNMENT

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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>Geoffry A. Westphal</td> <td>11/07/2012</td> </tr> <tr> <td>Thomas John Carroll</td> <td>11/07/2012</td> </tr> </tbody> </table>		Name	Execution Date	Geoffry A. Westphal	11/07/2012	Thomas John Carroll	11/07/2012
Name	Execution Date						
Geoffry A. Westphal	11/07/2012						
Thomas John Carroll	11/07/2012						
RECEIVING PARTY DATA							
Name:	W.W. Grainger, Inc.						
Street Address:	100 Grainger Parkway						
City:	Lake Forest						
State/Country:	ILLINOIS						
Postal Code:	60045-5201						
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>13681042</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13681042		
Property Type	Number						
Application Number:	13681042						
CORRESPONDENCE DATA							
Fax Number:	3124568435						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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ATTORNEY DOCKET NUMBER:	059505.037200						
NAME OF SUBMITTER:	Gary R. Jarosik						
	This document serves as an Oath/Declaration (37 CFR 1.63).						
Total Attachments: 3 source=Assignment13681042#page1.tif source=Assignment13681042#page2.tif source=Assignment13681042#page3.tif							

CH \$40.00 13681042

PATENT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, we **Geoffry A. Westphal** of 1720 Maple Avenue, Apt. 2670, Evanston, Illinois 60201, and **Thomas John Carroll** of 1800 Kensington Drive, Algonquin, Illinois 60102, hereby sell and assign to **W.W. Grainger, Inc.**, ("Assignee"), a corporation organized and existing under the laws of the state of Illinois, having its principal place of business at 100 Grainger Parkway, Lake Forest, Illinois 60045-5201, U.S.A., its successors, assigns, nominees, or other legal representatives, the entire right, title, and interest in and to the invention in **SYSTEM AND METHOD FOR DIRECTING A CUSTOMER TO ADDITIONAL PURCHASING OPPORTUNITIES**, invented by us, which has been assigned application number 131 681, 042, and the application for United States patent therefor, the declaration, and all original and reissued patents granted therefor, and all divisions and continuations thereof, including the subject-matter of any and all claims which may be obtained in every such patent, and the right to apply for and obtain patents and Utility Model Registrations which may be granted thereon in such foreign countries, and authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any other country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue said Letters Patent or Utility Model Registration to the said Assignee, its successor, assigns, nominees, or other legal representatives, as assignee of the entire interest herein assigned. I covenant that I have not executed and will not execute any agreement in conflict herewith and agree that I will communicate to said Assignee, its successors, assigns, nominees, or other legal representatives, all facts known to me respecting said invention, whenever requested, and testify in any legal proceedings, sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths, and do all lawful acts requisite for the application for such divisional, continuing, or reissue applications, or the procuring thereof, and that if and when said Assignee, its successors, assigns, nominees, or other legal representatives desire to file a disclaimer relating thereto, I will, upon request, sign all lawful papers requisite for the filing of such disclaimer. I further covenant and agree that I will, at any time upon request, do everything legally possible to aid said Assignee, its successors, assigns, nominees, or other legal representatives, either in its or their own names, to apply for, obtain, and enforce proper patent and/or Utility Model protection for said invention in all countries, all without further consideration but at the expense of said Assignee, its successors, assigns, nominees, or other legal representatives.

ASSIGNOR hereby grants to the law firm of **GREENBERG TRAURIG, LLP** of Chicago, Illinois, authority and power to insert on this instrument any further identification which may be necessary or desirable for purposes of recordation in the United States Patent Office or the Patent Office of any foreign country.

**Inventor 1**

As the below named inventor, I hereby declare that:

This declaration is directed to:

the attached application, or


United States application or PCT international application number \_\_\_\_\_ filed on \_\_\_\_\_

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 7<sup>th</sup> day of NOVEMBER, 2012.

  
\_\_\_\_\_  
Geoffry A. Westphal (signature)

NOTARIAL CERTIFICATE

State of: Illinois )  
County of: Lake ) SS.

Subscribed and sworn to (or affirmed) before me on this 7<sup>th</sup> day of November, 2012, by Geoffry A. Westphal proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

WITNESS my hand and official seal.

  
\_\_\_\_\_  
Notary Public



**Inventor 2**

As the below named inventor, I hereby declare that:

This declaration is directed to:

the attached application, or

..... United States application or PCT international application number  
..... filed on .....

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 7<sup>th</sup> day of November, 2012.

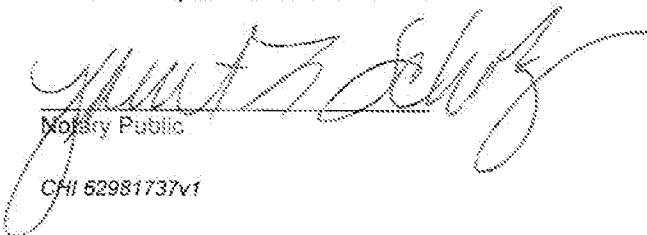
  
Thomas John Carroll (signature)

NOTARIAL CERTIFICATE

State of Illinois )  
County of Lake ) SS.

Subscribed and sworn to (or affirmed) before me on this 7<sup>th</sup> day of November, 2012, by Thomas John Carroll proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

WITNESS my hand and official seal.

  
Notary Public  
CHI 62981737v1

