

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>Matthew Pallakoff</td> <td>11/27/2012</td> </tr> <tr> <td>Harold Edward Cohn</td> <td>11/27/2012</td> </tr> </tbody> </table>		Name	Execution Date	Matthew Pallakoff	11/27/2012	Harold Edward Cohn	11/27/2012
Name	Execution Date						
Matthew Pallakoff	11/27/2012						
Harold Edward Cohn	11/27/2012						
RECEIVING PARTY DATA							
Name:	barnesandnoble.com llc						
Street Address:	76 Ninth Avenue						
Internal Address:	9th Floor						
City:	New York						
State/Country:	NEW YORK						
Postal Code:	10011						
PROPERTY NUMBERS Total: 2							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13687891</td> </tr> <tr> <td>Application Number:</td> <td>61564767</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13687891	Application Number:	61564767
Property Type	Number						
Application Number:	13687891						
Application Number:	61564767						
CORRESPONDENCE DATA							
Fax Number:	2122944700						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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Correspondent Name:	WINSTON & STRAWN LLP - Michael J. Scheer						
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Address Line 2:	Patent Department						
Address Line 4:	Washington, DISTRICT OF COLUMBIA 200063817						
ATTORNEY DOCKET NUMBER:	86244-5700						
NAME OF SUBMITTER:	Michael J. Scheer						
This document serves as an Oath/Declaration (37 CFR 1.63).							

CH \$80.00 13687891

Total Attachments: 6

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DECLARATION OF INVENTORSHIP AND ASSIGNMENT

WHEREAS, **Matthew PALLAKOFF** and **Harold Edward COHN**, the **ASSIGNOR** or each of which is an **ASSIGNOR**, hereby declares that:

(a) I have reviewed and understand the contents of the application described herein, including the claims. I believe that I am the original inventor or an original joint inventor of a claimed invention in **SYSTEM AND METHOD FOR PROVIDING PRODUCT INFORMATION**, described and claimed in an application for a Patent of the United States, identified by Winston & Strawn LLP Docket No. **86244-5700**, filed on 11-28-2012 as Application No. 13/687,891 which claims the benefit of Provisional Application No. 61/564,767, filed November 29, 2011. The above-identified applications were made or authorized to be made by me.

(b) My legal name, citizenship and personal or employment mailing address appears below in the box which contains my signature.

(c) I acknowledge the duty to disclose information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56.

(d) If applicable, I hereby grant the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the World Intellectual Property Office (WIPO) and any other intellectual property offices in which a foreign application claiming priority to the above-identified patent application is filed access to the above-identified patent application. In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the above-identified patent application with respect to: 1) the above-identified patent application as filed; 2) any foreign application to which the above-identified patent application claims priority under 35 U.S.C. 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the above-identified patent application; and 3) any U.S. application-as-filed from which benefit is sought in the above-identified patent application. Also, in accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing the Authorization to Permit Access to Application by Participating Offices.

(e) Any claim for priority to an earlier filed US or foreign application appears in an Application Data Sheet which is or will be submitted into the file of the above-identified application.

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

WHEREAS, **barnesandnoble.com llc**, a corporation having its principal place of business at 76 Ninth Avenue, 9th Floor, New York, New York 10011, **ASSIGNEE**, has obtained by employment or other agreement, or is desirous of obtaining inventor's entire right, title and

interest in, to and under the said invention, the said application and corresponding applications worldwide.

NOW, THEREFORE, in exchange for good and valuable consideration to each inventor, the receipt and sufficiency of which is hereby acknowledged, each ASSIGNOR has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, his or her entire, worldwide right, title and interest in, to and under the invention, including any United States provisional or non-provisional application embodying the invention or any other United States application claiming priority to a provisional application under 35 U.S.C. § 119(e) or converted therefrom, or to any application claiming the benefit of a non-provisional application under 35 U.S.C. § 120, including all divisions, continuations, and continuations-in-part thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and, if applicable, all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries other than the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof, the same to be held and enjoyed by the ASSIGNEE, for its own use and behalf and the use and behalf of its successors, legal representatives, and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this sale and assignment not been made;

And each ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and, if applicable, any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument;

And each ASSIGNOR hereby covenants and agrees that he or she has the full right to convey the entire interest previously or herein assigned, and that he or she has not executed, and will not execute, any agreement in conflict herewith;

And each ASSIGNOR hereby further covenants and agrees that he or she will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to him or her respecting said invention, testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE or its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries;

And each ASSIGNOR hereby authorizes the ASSIGNEE or its patent attorneys to complete this form by the addition of the application number, application filing date, and attorney docket number, if necessary.

In witness whereof, each inventor has affixed his or her signature.

2 0 1	LEGAL NAME OF SOLE OR JOINT INVENTOR	FAMILY NAME OR SURNAME PALLAKOFF	GIVEN FIRST NAME Matthew	GIVEN MIDDLE NAME
	RESIDENCE & CITIZENSHIP OF INVENTOR	CITY Mountain View	STATE OR COUNTRY California	COUNTRY OF CITIZENSHIP USA
	MAILING OR EMPLOYMENT ADDRESS OF INVENTOR	STREET 76 Ninth Avenue, 9th Floor		
		CITY New York	STATE OR COUNTRY New York	POSTAL CODE 10011
SIGNATURE OF INVENTOR 201 Matthew PALLAKOFF <i>Matthew PALLAKOFF</i>				DATE 11/27/2012
2 0 2	LEGAL NAME OF SOLE OR JOINT INVENTOR	FAMILY NAME OR SURNAME COHN	GIVEN FIRST NAME Harold	GIVEN MIDDLE NAME Edward
	RESIDENCE & CITIZENSHIP OF INVENTOR	CITY Incline Village	STATE OR COUNTRY Nevada	COUNTRY OF CITIZENSHIP USA
	MAILING OR EMPLOYMENT ADDRESS OF INVENTOR	STREET 76 Ninth Avenue, 9th Floor		
		CITY New York	STATE OR COUNTRY New York	POSTAL CODE 10011
SIGNATURE OF INVENTOR 202 Harold Edward COHN				DATE

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interest in, to and under the said invention, the said application and corresponding applications worldwide.

NOW, THEREFORE, in exchange for good and valuable consideration to each inventor, the receipt and sufficiency of which is hereby acknowledged, each ASSIGNOR has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, his or her entire, worldwide right, title and interest in, to and under the invention, including any United States provisional or non-provisional application embodying the invention or any other United States application claiming priority to a provisional application under 35 U.S.C. § 119(e) or converted therefrom, or to any application claiming the benefit of a non-provisional application under 35 U.S.C. § 120, including all divisions, continuations, and continuations-in-part thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and, if applicable, all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries other than the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof, the same to be held and enjoyed by the ASSIGNEE, for its own use and behalf and the use and behalf of its successors, legal representatives, and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this sale and assignment not been made;

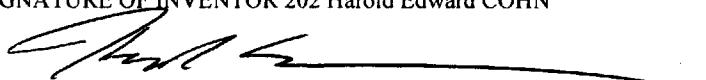
And each ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and, if applicable, any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument;

And each ASSIGNOR hereby covenants and agrees that he or she has the full right to convey the entire interest previously or herein assigned, and that he or she has not executed, and will not execute, any agreement in conflict herewith;

And each ASSIGNOR hereby further covenants and agrees that he or she will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to him or her respecting said invention, testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE or its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries;

And each ASSIGNOR hereby authorizes the ASSIGNEE or it's patent attorneys to complete this form by the addition of the application number, application filing date, and attorney docket number, if necessary.

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