

## 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>Stuart Argue</td> <td>09/24/2012</td> </tr> <tr> <td>Anthony Emile Marcar</td> <td>09/24/2012</td> </tr> </tbody> </table>                                                                                                                                       |                       | Name          | Execution Date        | Stuart Argue        | 09/24/2012       | Anthony Emile Marcar | 09/24/2012  |                |          |              |       |
| Name                                                                                                                                                                                                                                                                                                                                                                   | Execution Date        |               |                       |                     |                  |                      |             |                |          |              |       |
| Stuart Argue                                                                                                                                                                                                                                                                                                                                                           | 09/24/2012            |               |                       |                     |                  |                      |             |                |          |              |       |
| Anthony Emile Marcar                                                                                                                                                                                                                                                                                                                                                   | 09/24/2012            |               |                       |                     |                  |                      |             |                |          |              |       |
| RECEIVING PARTY DATA                                                                                                                                                                                                                                                                                                                                                   |                       |               |                       |                     |                  |                      |             |                |          |              |       |
| <table border="1"> <tr> <td>Name:</td> <td>Wal-Mart Stores, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>702 S.W. 8th St.</td> </tr> <tr> <td>City:</td> <td>Bentonville</td> </tr> <tr> <td>State/Country:</td> <td>ARKANSAS</td> </tr> <tr> <td>Postal Code:</td> <td>72716</td> </tr> </table>                                                                 |                       | Name:         | Wal-Mart Stores, Inc. | Street Address:     | 702 S.W. 8th St. | City:                | Bentonville | State/Country: | ARKANSAS | Postal Code: | 72716 |
| Name:                                                                                                                                                                                                                                                                                                                                                                  | Wal-Mart Stores, Inc. |               |                       |                     |                  |                      |             |                |          |              |       |
| Street Address:                                                                                                                                                                                                                                                                                                                                                        | 702 S.W. 8th St.      |               |                       |                     |                  |                      |             |                |          |              |       |
| City:                                                                                                                                                                                                                                                                                                                                                                  | Bentonville           |               |                       |                     |                  |                      |             |                |          |              |       |
| State/Country:                                                                                                                                                                                                                                                                                                                                                         | ARKANSAS              |               |                       |                     |                  |                      |             |                |          |              |       |
| Postal Code:                                                                                                                                                                                                                                                                                                                                                           | 72716                 |               |                       |                     |                  |                      |             |                |          |              |       |
| 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>13625789</td> </tr> </tbody> </table>                                                                                                                                                                                              |                       | Property Type | Number                | Application Number: | 13625789         |                      |             |                |          |              |       |
| Property Type                                                                                                                                                                                                                                                                                                                                                          | Number                |               |                       |                     |                  |                      |             |                |          |              |       |
| Application Number:                                                                                                                                                                                                                                                                                                                                                    | 13625789              |               |                       |                     |                  |                      |             |                |          |              |       |
| CORRESPONDENCE DATA                                                                                                                                                                                                                                                                                                                                                    |                       |               |                       |                     |                  |                      |             |                |          |              |       |
| <p>Fax Number: 4082887542<br/> <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 408-288-7588<br/>       Email: TRAM.NGUYEN@STEVENS LAW GROUP.COM<br/>       Correspondent Name: STEVENS LAW GROUP<br/>       Address Line 1: 1754 TECHNOLOGY DR., STE. 226<br/>       Address Line 4: SAN JOSE, CALIFORNIA 95110</p> |                       |               |                       |                     |                  |                      |             |                |          |              |       |
| ATTORNEY DOCKET NUMBER:                                                                                                                                                                                                                                                                                                                                                | WLMT-11901            |               |                       |                     |                  |                      |             |                |          |              |       |
| NAME OF SUBMITTER:                                                                                                                                                                                                                                                                                                                                                     | David R. Stevens      |               |                       |                     |                  |                      |             |                |          |              |       |
| <p>Total Attachments: 3<br/>       source=WLMT-11901 ASSIGNMENT#page1.tif<br/>       source=WLMT-11901 ASSIGNMENT#page2.tif<br/>       source=WLMT-11901 ASSIGNMENT#page3.tif</p>                                                                                                                                                                                      |                       |               |                       |                     |                  |                      |             |                |          |              |       |

CH \$40.00 13625789

## ASSIGNMENT

WHEREAS, Stuart Argue and Anthony Emile Marcar, made certain inventions or discoveries (or both) set forth in an Application for Letters Patent of the United States of America, bearing U.S. application serial number 13/625,789, entitled DETERMINATION OF CUSTOMER PROXIMITY TO A REGISTER THROUGH USE OF SOUND AND METHODS THEREOF, filed 09/24/2012.

WHEREAS, Wal-Mart Stores, Inc., 702 S.W. 8th St., Bentonville, AR, US 72716 together with its successors and assigns is hereinafter called "Assignee", is desirous of acquiring the entire right, title and interest together with the benefits and privileges hereinafter recited

NOW, THEREFORE, for valuable consideration furnished by Assignee to us, receipt and sufficiency of which I hereby acknowledge, on behalf of Assignor, I hereby, without reservation;

1. Assign, transfer and convey to Assignee any right, title and interest together with the benefits and privileges in and to said inventions and discoveries, said Application for Letters Patent or similar forms of protection of the United States of America, and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all conversions of provisional to non-provisional, divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries, or upon said application, and any and all Letters Patent, reissues and extensions of Letters Patent or similar forms of protection granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;

2. Authorize Assignee to file patent applications in any or all countries or groups of countries on any or all of said inventions and discoveries in our name or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or any other relevant convention or treaty or otherwise;

3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of the entire right, title and interest therein, or otherwise as Assignee may direct;

4. Warrant that we have not knowingly conveyed to others any rights in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to Assignee without encumbrance;

5. Bind our heirs, legal representatives and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonable serving to assure that said inventions and discoveries, said patent applications and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in our control or in the control of our heirs, legal representatives or assigns

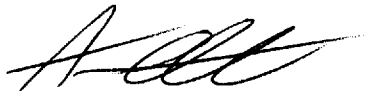
which may be useful for establishing any facts of our conceptions, disclosures, and reduction to practice of said inventions or discoveries.

A handwritten signature in black ink, appearing to read 'S. Argue', is positioned above a horizontal line.

Stuart Argue

Sep 24, 2012

Date



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Anthony Emile Marcar

Sep 24, 2012

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Date