

## PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Retail Multimedia Corporation	11/28/2012
RECEIVING PARTY DATA	
Name:	Serry Solutions, Limited Liability Company
Street Address:	2711 Centerville Rd
Internal Address:	Suite 400
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19808
PROPERTY NUMBERS Total: 2	
Property Type	Number
Patent Number:	5918211
Patent Number:	6434530
CORRESPONDENCE DATA	
Fax Number:	5128538801
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	5128538800
Email:	dddeluca@intprop.com
Correspondent Name:	Dawn DeLuca
Address Line 1:	1120 South Capital of Texas Highway
Address Line 2:	Building 2, Suite 300
Address Line 4:	Austin, TEXAS 78746
ATTORNEY DOCKET NUMBER:	6757-46600
NAME OF SUBMITTER:	Dean M. Munyon
Total Attachments: 4 source=Serry Solutions (Retail Multimedia Corporation) ASN Exh B#page1.tif source=Serry Solutions (Retail Multimedia Corporation) ASN Exh B#page2.tif source=Serry Solutions (Retail Multimedia Corporation) ASN Exh B#page3.tif source=Serry Solutions (Retail Multimedia Corporation) ASN Exh B#page4.tif	

CH \$80.00 5918211

**ASSIGNMENT OF PATENT RIGHTS**

For good and valuable consideration, the receipt of which is hereby acknowledged, Retail Multimedia Corporation, a Delaware corporation, with an office at 300 Southeast 5<sup>th</sup> Avenue, 2120, Boca Raton, FL 33432 ("**Assignor**"), does hereby sell, assign, transfer, and convey unto Serry Solutions, Limited Liability Company, a Delaware limited liability company, with an address at 2711 Centerville Rd, Suite 400, Wilmington, DE 19808 ("**Assignee**"), or its designees, all right, title, and interest that exist today and may exist in the future in and to any and all of the following (collectively, the "**Patent Rights**");

(a) the provisional patent applications, patent applications and patents listed in the table below (the "**Patents**");

<b>Patent or Application No.</b>	<b>Country</b>	<b>Filing Date</b>	<b>Title of Patent and First Named Inventor</b>
5918211	US	05/30/1996	Method and apparatus for promoting products and influencing consumer purchasing decisions at the point-of-purchase  Martin A. Sloane
6434530	US	01/20/1999	Interactive shopping system with mobile apparatus  Martin A. Sloane

(b) all patents and patent applications (i) to which any of the Patents directly or indirectly claims priority, and/or (ii) for which any of the Patents directly or indirectly forms a basis for priority;

(c) all reissues, reexaminations, extensions, continuations, continuations in part, continuing prosecution applications, requests for continuing examinations, divisions, registrations of any item in any of the foregoing categories (a) and (b);

(d) all foreign patents, patent applications, and counterparts relating to any item in any of the foregoing categories (a) through (c), including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances;

(e) all items in any of the foregoing in categories (b) through (d), whether or not expressly listed as Patents above and whether or not claims in any of the foregoing have been rejected, withdrawn, cancelled, or the like;

(f) inventions, invention disclosures, and discoveries described in any of the Patents and/or any item in the foregoing categories (b) through (e) that (i) are included in any claim in the Patents and/or any item in the foregoing categories (b) through (e), (ii) are subject matter capable of being reduced to a patent claim in a reissue or reexamination proceeding brought on any of the Patents and/or any item in the foregoing categories (b) through (e), and/or (iii) could have been included as a claim in any of the Patents and/or any item in the foregoing categories (b) through (e);

(g) all rights to apply in any or all countries of the world for patents, certificates of invention, utility models, industrial design protections, design patent protections, or other governmental grants or issuances of any type related to any item in any of the foregoing categories (a) through (f), including, without limitation, under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement, or understanding;

(h) all causes of action (whether known or unknown or whether currently pending, filed, or otherwise) and other enforcement rights under, or on account of, any of the Patents and/or any item in any of the foregoing categories (b) through (g), including, without limitation, all causes of action and other enforcement rights for

- (1) damages,
- (2) injunctive relief, and
- (3) any other remedies of any kind

for past, current, and future infringement; and

(i) all rights to collect royalties and other payments under or on account of any of the Patents and/or any item in any of the foregoing categories (b) through (h).

Assignor represents, warrants and covenants that:

(1) Assignor has the full power and authority, and has obtained all third party consents, approvals and/or other authorizations required to enter into this Agreement and to carry out its obligations hereunder, including the assignment of the Patent Rights to Assignee; and

(2) Assignor owns, and by this document assigns to Assignee, all right, title, and interest to the Patent Rights, including, without limitation, all right, title, and interest to sue for infringement of the Patent Rights. Assignor has obtained and properly recorded previously executed assignments for the Patent Rights as necessary to fully perfect its rights and title therein in accordance with governing law and regulations in each respective jurisdiction. The Patent Rights are free and clear of all liens, claims, mortgages, security interests or other encumbrances, and restrictions. There are no actions, suits, investigations, claims or proceedings threatened, pending or in progress relating in any way to the Patent

Rights. There are no existing contracts, agreements, options, commitments, proposals, bids, offers, or rights with, to, or in any person to acquire any of the Patent Rights.

Assignor hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.

Assignor will, at the reasonable request of Assignee, do all things necessary, proper, or advisable, including without limitation, the execution, acknowledgment, and recordation of specific assignments, oaths, declarations, and other documents on a country-by-country basis, to assist Assignee in obtaining, perfecting, sustaining, and/or enforcing the Patent Rights.

The terms and conditions of this Assignment of Patent Rights will inure to the benefit of Assignee, its successors, assigns, and other legal representatives and will be binding upon Assignor, its successors, assigns, and other legal representatives.

IN WITNESS WHEREOF this Assignment of Patent Rights is executed at Boca  
Raton, FL on November 28, 2012.

**ASSIGNOR:**

**Retail Multimedia Corporation**

By: Martin Sloane

Name: MARTIN SLOANE

Title: PRESIDENT

(Signature MUST be attested)

**ATTESTATION OF SIGNATURE PURSUANT TO 28 U.S.C. § 1746**

The undersigned witnessed the signature of Martin Sloane to the above Assignment of Patent Rights on behalf of Retail Multimedia Corporation and makes the following statements:

1. I am over the age of 18 and competent to testify as to the facts in this Attestation block if called upon to do so.

2. Martin Sloane is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on 11/28/12


2012 to execute the above Assignment of Patent Rights on behalf of Retail Multimedia Corporation.

3. Martin Sloane subscribed to the above Assignment of Patent Rights on behalf of Retail Multimedia Corporation.

I declare under penalty of perjury under the laws of the United States of America that the statements made in the three (3) numbered paragraphs immediately above are true and correct.

EXECUTED on November 28, 2012

Rose J. Cali  
Print Name: Rose J. Cali

NOTARY PUBLIC-STATE OF FLORIDA  
 Rose J. Cali  
Commission # EE043386  
Expires: NOV. 21, 2014  
BONDED THRU ATLANTIC BONDING CO., INC.