

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>Peter Varnum Commons</td> <td>01/04/2013</td> </tr> <tr> <td>David John Edwards, Jr.</td> <td>12/14/2012</td> </tr> <tr> <td>Tony Jay Lee</td> <td>12/14/2012</td> </tr> <tr> <td>Llewellyn James Mason</td> <td>01/07/2013</td> </tr> <tr> <td>Scott James McKee</td> <td>12/14/2012</td> </tr> <tr> <td>Elton Victor Pinto</td> <td>01/07/2013</td> </tr> <tr> <td>Brandon William Porter</td> <td>01/07/2013</td> </tr> <tr> <td>Tyson Christopher Trautmann</td> <td>01/07/2013</td> </tr> </tbody> </table>		Name	Execution Date	Peter Varnum Commons	01/04/2013	David John Edwards, Jr.	12/14/2012	Tony Jay Lee	12/14/2012	Llewellyn James Mason	01/07/2013	Scott James McKee	12/14/2012	Elton Victor Pinto	01/07/2013	Brandon William Porter	01/07/2013	Tyson Christopher Trautmann	01/07/2013
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RECEIVING PARTY DATA																			
<table border="1"> <tr> <td>Name:</td> <td>Amazon Technologies, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>PO Box 8102</td> </tr> <tr> <td>City:</td> <td>Reno</td> </tr> <tr> <td>State/Country:</td> <td>NEVADA</td> </tr> <tr> <td>Postal Code:</td> <td>89507</td> </tr> </table>		Name:	Amazon Technologies, Inc.	Street Address:	PO Box 8102	City:	Reno	State/Country:	NEVADA	Postal Code:	89507								
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PROPERTY NUMBERS Total: 1																			
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CORRESPONDENCE DATA																			
Fax Number:	5093238979																		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																			
Phone:	509-324-9256																		
Email:	melesan@leehayes.com																		
Correspondent Name:	LEE & HAYES, PLLC																		
Address Line 1:	601 W. RIVERSIDE AVENUE																		
Address Line 2:	SUITE 1400																		
Address Line 4:	SPOKANE, WASHINGTON 99201																		

OP \$40.00 13689450

ATTORNEY DOCKET NUMBER:	AM2-0926US
NAME OF SUBMITTER:	Melesa Noguera
	This document serves as an Oath/Declaration (37 CFR 1.63).
<p>Total Attachments: 12 source=WZ5699#page1.tif source=WZ5699#page2.tif source=WZ5699#page3.tif source=WZ5699#page4.tif source=WZ5699#page5.tif source=WZ5699#page6.tif source=WZ5699#page7.tif source=WZ5699#page8.tif source=WZ5699#page9.tif source=WZ5699#page10.tif source=WZ5699#page11.tif source=WZ5699#page12.tif</p>	

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 13/689,450
Filing Date November 29, 2012

Attorney Docket No. AM2-0926US
Client Docket No. PM4835

PARTIES TO THE ASSIGNMENT

Assignor(s):

PETER VARNUM COMMONS
410 Terry Avenue North
Seattle, WA 98109-5210

DAVID JOHN EDWARDS, JR.
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Seattle, WA 98109-5210

TONY JAY LEE
410 Terry Avenue North
Seattle, WA 98109-5210

LLEWELLYN JAMES MASON
410 Terry Avenue North
Seattle, WA 98109-5210

SCOTT JAMES MCKEE
410 Terry Avenue North
Seattle, WA 98109-5210

ELTON VICTOR PINTO
410 Terry Avenue North
Seattle, WA 98109-5210

BRANDON WILLIAM PORTER
410 Terry Avenue North
Seattle, WA 98109-5210

TYSON CHRISTOPHER TRAUTMANN
410 Terry Avenue North
Seattle, WA 98109-5210

Assignee:

Amazon Technologies, Inc.
PO Box 8102
Reno, NV 89507

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled

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"ENHANCED CUSTOMER SHOPPING EXPERIENCE IN PHYSICAL STORE LOCATIONS"

(Invention) for which a non-provisional application for United States Letters Patent

- was filed on November 29, 2012 and accorded U.S. application no. 13/689,450; or
- will be filed concurrently with the submission of this executed PATENT ASSIGNMENT for recordation.

ASSIGNOR(S) hereby authorizes and requests ASSIGNEE'S legal representatives, of Lee & Hayes PLLC, associated with Customer No. 29150, to insert in the header above and here in parentheses (U.S. application no. 13/689,450, filed November 29, 2012) this application's U.S. application number and filing date, when known.

WHEREAS, ASSIGNEE, a corporation of the State of Nevada, is desirous of acquiring the entire right, title and interest in and to the Invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its successors and assigns, the entire right, title and interest in and to said Invention and any improvements thereto, said Application and any and all letters patent which may be granted for said Invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all provisional, divisions, reissues, re-examinations and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said Invention, application and all letters patent on said Invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and

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entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said Invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said Invention, for litigation regarding said letters patent, or for the purpose of protecting title to said Invention or letters patent therefor.

AND ASSIGNOR(S) DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said letters patent before or after issuance.

AND ASSIGNOR(S) DOES HEREBY covenant and agree that ASSIGNOR(S) will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Invention or said application, and testify in any legal proceeding, assist in the preparation of any other patent property relating to the application and the Invention or any improvements made thereto, sign/execute all lawful papers, provide all requested documents, execute and make all rightful oaths and/or declarations in connection with the application and the Invention including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Invention in all countries. These provisions are binding upon our heirs, legal representatives, administrators, and assigns.

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

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Attorney Docket No. AM2-0926US
Client Docket No. PM4835

CORRESPONDENCE ADDRESS

I hereby direct all correspondence and telephone calls in connection with this application be addressed to the number associated with the customer number listed below, which is:

Customer No.

29150

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

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DECLARATION

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

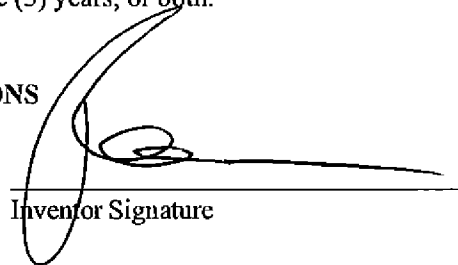
I believe that I am the original inventor or an original joint inventor of a claimed Invention in the application.

I have reviewed and understand the contents of the above-identified application, and acknowledge the duty to disclose to the US Patent & Trademark Office all information known to me to be material to the patentability as defined in 37 CFR 1.56.

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

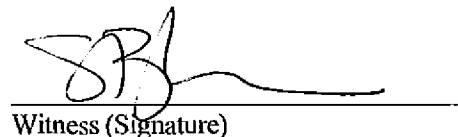
Legal name of inventor: **PETER VARNUM COMMONS**

1/4/13
Date


Inventor Signature

WITNESSED BY:

1/4/13
Date


Witness (Signature)

Stephanie Beeeyhill
Witness (Printed Name)

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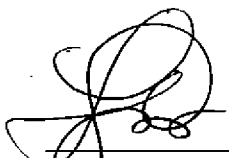
I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

Legal name of inventor: **DAVID JOHN EDWARDS, JR.**

12/14/2012
Date


Inventor Signature

WITNESSED BY:
12/14/12
Date


Witness (Signature)
Lisa Drezner
Witness (Printed Name)

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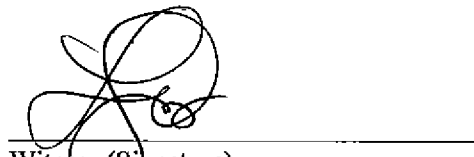
I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

Legal name of inventor: **TONY JAY LEE**

12/14/2012
Date


Inventor Signature

WITNESSED BY:
12/14/12
Date


Witness (Signature)
Lisa Overnes
Witness (Printed Name)

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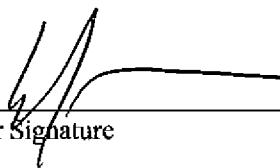
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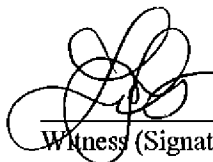
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Legal name of inventor: **LLEWELLYN JAMES MASON**

11/7/13
Date


Inventor Signature

WITNESSED BY:
1/7/13
Date


Witness (Signature)
Lisa Dnermes
Witness (Printed Name)

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Legal name of inventor: **SCOTT JAMES MCKEE**

12/14/2012
Date


Inventor Signature

WITNESSED BY:
12/14/12
Date


Witness (Signature)
Lisa Breznes
Witness (Printed Name)

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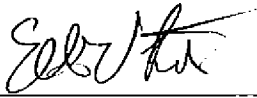
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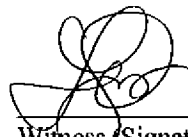
Legal name of inventor: **ELTON VICTOR PINTO**

11/7/2013
Date


Inventor Signature

WITNESSED BY:

11/7/13
Date


Witness (Signature)
Lisa Dezner
Witness (Printed Name)

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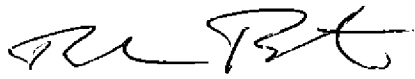
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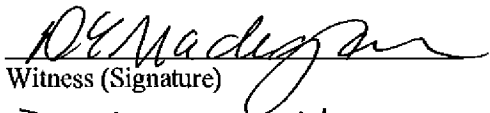
Legal name of inventor: **BRANDON WILLIAM PORTER**

11/7/13
Date


Inventor Signature

WITNESSED BY:

1/7/13
Date


Witness (Signature)
Deborah Madigan
Witness (Printed Name)

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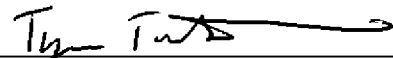
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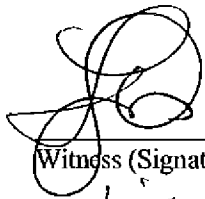
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Legal name of inventor: **TYSON CHRISTOPHER TRAUTMANN**

1/7/2013
Date


Inventor Signature

WITNESSED BY:
1/7/13
Date


Witness (Signature)
Lisa Drezner
Witness (Printed Name)