

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>Philippe GARCIA</td> <td>12/21/2012</td> </tr> </tbody> </table>		Name	Execution Date	Philippe GARCIA	12/21/2012
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Philippe GARCIA	12/21/2012				
RECEIVING PARTY DATA					
Name:	Avery Dennison Corporation				
Street Address:	150 N. Orange Grove Blvd.				
City:	Pasadena				
State/Country:	CALIFORNIA				
Postal Code:	91103				
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>13690375</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13690375
Property Type	Number				
Application Number:	13690375				
CORRESPONDENCE DATA					
Fax Number:	4405344773				
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>					
Phone:	440-534-6000				
Email:	RBIS_PatentDocket@averydennison.com				
Correspondent Name:	Avery Dennison Corporation				
Address Line 1:	8080 Norton Parkway, 22-D				
Address Line 4:	Mentor, OHIO 44060				
ATTORNEY DOCKET NUMBER:	5397-US				
NAME OF SUBMITTER:	Barbara Lord				
Total Attachments: 2 source=5397-US_Assignment#page1.tif source=5397-US_Assignment#page2.tif					

OP \$40.00 13690375

ASSIGNMENT

In consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I the undersigned

Philippe GARCIA

do hereby acknowledge that I have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto Avery Dennison Corporation (hereinafter "ASSIGNEE"), a Delaware Corporation, with its principal place of business at 150 N. Orange Grove Blvd., Pasadena, CA 91103-3596, and its successors, legal representatives and assigns, my entire right, title, and interest throughout the world, in, to and under the inventions in

System and Method for Bulk RFID Tag Encoding

set forth in the application for the United States Letters Patent filed on November 30, 2012 and assigned Serial No. 13/690,375, and all provisional applications relating thereto, and all divisions, renewals, substitutes, continuations and Convention applications based in whole or in part thereof, and any and all Letters Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all rights of priority under International Conventions and applications for Letters Patents which may hereafter be filed for in any country or countries foreign to the United States, and all Letters Patents which may be granted for said inventions in any country or countries foreign to the United States and all extensions, renewals and reissues thereof, and every priority right that is or may be predicated upon or arise from said inventions, said applications and said Letters Patents.

And I hereby authorize ASSIGNEE, its successors, legal representative and assigns to file patent applications in any or all countries on any or all said inventions in the name of the undersigned or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable, under the International Convention or otherwise.

And I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patents for said inventions to ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

And I 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 Patents before or after issuance.

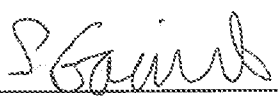
And I hereby covenant and agree that I will communicate to ASSIGNEE, its successors, legal representatives and assigns, any facts known to me respecting the inventions, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce patent protection for said inventions in all countries.


In testimony whereof, I hereunto set my hand and seal this 21 day of December, 2012.

ASSIGNOR


Philippe GARCIA

Witnessed By:

Signature:  12/21/12
Print Name: DAN GARCIA PARSONS Date

Signature:  12/21/12
Print Name: TIM C. RIEF Date