

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>Yuan-Chu Tai</td> <td>05/29/2013</td> </tr> <tr> <td>Chun-Hsien Wu</td> <td>05/29/2013</td> </tr> <tr> <td>Yueh-Feng Lee</td> <td>05/29/2013</td> </tr> <tr> <td>Yang-Jung Lee</td> <td>05/29/2013</td> </tr> </tbody> </table>		Name	Execution Date	Yuan-Chu Tai	05/29/2013	Chun-Hsien Wu	05/29/2013	Yueh-Feng Lee	05/29/2013	Yang-Jung Lee	05/29/2013
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Yuan-Chu Tai	05/29/2013										
Chun-Hsien Wu	05/29/2013										
Yueh-Feng Lee	05/29/2013										
Yang-Jung Lee	05/29/2013										
RECEIVING PARTY DATA											
Name:	Industrial Technology Research Institute										
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Internal Address:	Chutung										
City:	Hsinchu										
State/Country:	TAIWAN										
Postal Code:	31040										
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>13908070</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13908070						
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Application Number:	13908070										
CORRESPONDENCE DATA											
Fax Number:											
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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OP \$40.00 13908070

Date:

06/03/2013

Total Attachments: 2

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UTILITY
SOLE/JOINT-U.S. ONLY

ASSIGNMENT

WHEREAS, I/we, Yuan-Chu Tai, Chun-Hsien Wu, Yueh-Feng Lee and Yang-Jung Lee, whose post office address(es) appear(s) below, hereinafter referred to as ASSIGNOR, have invented certain new and useful improvements in SYSTEM AND METHOD FOR UPDATING ELECTRONIC SHELF LABELS AND UPDATING APPARATUS AND METHOD OF AN ELECTRONIC SHELF LABEL (hereinafter referred to as the Invention) for which an application for United States Letters Patent was

- executed on even date herewith;
 executed on _____;
 filed on _____, Serial No. _____;
 filed as PCT International Application No. _____ on _____, designating The United States of America;
 Patent number _____, issue on _____.

WHEREAS, Industrial Technology Research Institute whose post office address is No. 195, Sec. 4, Chung Hsing Rd., Chutung, Hsinchu 31040, Taiwan, R. O. C. hereinafter referred to as ASSIGNEE, is desirous of acquiring the entire right, title and interest in and to the same in the United States;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, I/we, ASSIGNOR, by these presents do sell, assign and transfer unto said ASSIGNEE, the entire right, title, and interest in and to said invention and application throughout the United States of America, including any and all Letters Patent granted on any division, continuation, continuation-in-part and reissue of said application.

ALSO, ASSIGNOR hereby agrees to execute any documents that legally may be required in connection with the filing, prosecution and maintenance of said application or any other patent application(s) in the United States for said invention, including additional documents that may be required to affirm the rights of ASSIGNEE in and to said invention, all without further consideration. ASSIGNOR also agrees, without further consideration and at ASSIGNEE's expense, to identify and communicate to ASSIGNEE at ASSIGNEE's request documents and information concerning the invention that are within ASSIGNOR's possession or control, and to provide further assurances and testimony on behalf of ASSIGNEE that lawfully may be required of ASSIGNOR in respect of the prosecution, maintenance and defense of any patent application or patent encompassed within the terms of this instrument. ASSIGNOR's obligations under this instrument shall extend to ASSIGNOR's heirs, executors, administrators and other legal representatives.

ALSO, ASSIGNOR hereby authorizes and requests the Director of Patents and Trademarks to issue any and all Letters Patent referred to above to ASSIGNEE, as the ASSIGNEE of the entire right, title and interest in and to the same, for ASSIGNEE's sole use and behoof, and for the use and behoof of ASSIGNEE's legal representatives and successors, to the full end of the term for which such Letters Patent may be granted, as fully and entirely as the same would have been held by ASSIGNOR had this assignment and sale not been made.

Assignor: **Yuan-Chu Tai** Dated this _____ day of _____ at Taiwan, R. O. C.
 1F, No. 128, Lane 160,
 Gaocui Rd., East Dist.,
 Hsinchu City 30064,
 Taiwan, R. O. C.

Yuan-Chu Tai 2013.05.29

Signature

Assignor: **Chun-Hsien Wu** Dated this _____ day of _____ at Taiwan, R. O. C.
 3F, No. 95-2, Wenchang E. 6th St.,
 Beitun Dist.,
 Taichung City 40651,
 Taiwan, R. O. C.

Chun-Hsien Wu

2013.05.29

Signature

Assignor: **Yueh-Feng Lee** Dated this _____ day of _____ at Taiwan, R. O. C.
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 Zhongshan Dist., Taipei City 10466,
 Taiwan, R. O. C.

Yueh-Feng Lee 2013.5.29

Signature

 CONTINUED ON PAGE 2PATENT
REEL: 030530 FRAME: 0838

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**ASSIGNMENT
(SUPPLEMENTAL SHEET)
PAGE 2**

**Title: SYSTEM AND METHOD FOR UPDATING ELECTRONIC SHELF LABELS AND UPDATING
APPARATUS AND METHOD OF AN ELECTRONIC SHELF LABEL**

Inventors: Yuan-Chu Tai, Chun-Hsien Wu, Yueh-Feng Lee and Yang-Jung Lee

**Assignor: Yang-Jung Lee
No. 45, Xixi Rd.,
Linyuan Dist.,
Kaohsiung City 83247,
Taiwan, R. O. C.**

Dated this Yang-Jung Lee day of 2013.5.29 at Taiwan, R. O. C.

Signature