

## PATENT ASSIGNMENT

Electronic Version v1.1  
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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>David E. Thomas</td> <td>03/25/2011</td> </tr> <tr> <td>Jonathan G. Quinn</td> <td>03/25/2011</td> </tr> <tr> <td>Michael R. Minasi</td> <td>03/23/2011</td> </tr> <tr> <td>Michelle Marian</td> <td>04/04/2011</td> </tr> <tr> <td>Mir M. Aamir</td> <td>03/23/2011</td> </tr> <tr> <td>Tama R. Pattison</td> <td>03/24/2011</td> </tr> </tbody> </table>		Name	Execution Date	David E. Thomas	03/25/2011	Jonathan G. Quinn	03/25/2011	Michael R. Minasi	03/23/2011	Michelle Marian	04/04/2011	Mir M. Aamir	03/23/2011	Tama R. Pattison	03/24/2011
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<table border="1"> <tr> <td>Name:</td> <td>Safeway Inc.</td> </tr> <tr> <td>Street Address:</td> <td>5918 Stoneridge Mall Road</td> </tr> <tr> <td>City:</td> <td>Pleasanton</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94588</td> </tr> </table>		Name:	Safeway Inc.	Street Address:	5918 Stoneridge Mall Road	City:	Pleasanton	State/Country:	CALIFORNIA	Postal Code:	94588				
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CORRESPONDENCE DATA															
Fax Number:	9727312289														
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
Phone:	972-731-2288														
Email:	dallaspatents@dfw.conleyrose.com														
Correspondent Name:	Jerry C. Harris, Jr.														
Address Line 1:	5601 Granite Parkway, Suite 500														
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ATTORNEY DOCKET NUMBER:	4189-03908														
NAME OF SUBMITTER:	Jerry C. Harris, Jr.														

CH \$40.00 13072590

Signature:	/Jerry C. Harris, Jr./
Date:	08/16/2013
Total Attachments: 4 source=ExecutedParentAssignment#page1.tif source=ExecutedParentAssignment#page2.tif source=ExecutedParentAssignment#page3.tif source=ExecutedParentAssignment#page4.tif	




Further, I (WE) agree that I (WE) will communicate to said ASSIGNEE or its (his) representatives any facts known to me (us) respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letter Patent to be issued to said ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid said ASSIGNEE, its (his) successors and assigns, to obtain and enforce proper protection for said invention in the United States and its territorial possessions and in any and all foreign countries.

The undersigned hereby grant(s) the firm of Oblon, Spivak, McClelland, Maier & Neustadt, L.L.P. of 1940 Duke Street, Alexandria, Virginia 22314 the power to insert on this assignment any further identification, including the application number and filing date, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Date: 3/25/2011

  
 (Signature of Inventor) David E. THOMAS

Date: 3/25/2011

  
 (Signature of Inventor) Jonathan G. QUINN

Date: 3/23/2011

  
 (Signature of Inventor) Michael R. MINASI

Date: 3

(Signature of Inventor) Michelle MARIAN

Date: 3/23/2011

  
 (Signature of Inventor) Mir M. AMIR

Date: 3/24/2011

  
 (Signature of Inventor) Tamara R. PATTISON

OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, L.L.P.  
 ATTORNEYS AT LAW  
 1940 DUKE STREET  
 ALEXANDRIA, VIRGINIA 22314

354785US91PROV

# Assignment of Application

WHEREAS, I (WE) David E. THOMAS;  
Jonathan G. QUINN;  
Michael R. MINASI;  
Michelle MARIAN;  
Mir M. AAMIR; and  
Tamara R. PATTSION

\_\_\_\_\_, respectively,

have invented certain new and useful improvements in: A PERSONALIZED PRICING SYSTEM & ASSOCIATED  
METHODOLOGY OF DELIVERING CUSTOMIZED SHOPPER REWARDS AND DISCOUNTS

(Application No. 61/282,742, filed March 25, 2010), and

WHEREAS, SAFEWAY INC.

(hereinafter referred to as "ASSIGNEE") having a place of business at: 5918 Stoneridge Mall Road, Pleasanton, California 94588-2322 is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent that may be granted therefore in the United States and its territorial possessions and in any and all foreign countries;

NOW, THEREFORE, in consideration of the sum of FIVE DOLLARS (\$5.00), the receipt whereof is hereby acknowledged, and for other good and valuable consideration, I (WE), by these presents do sell, assign and transfer unto said ASSIGNEE, the full and exclusive right to the said invention in the United States and its territorial possessions and in all foreign countries (including the right to claim priority under the terms of the International Convention and other relevant International Treaties and Arrangements from the aforesaid application(s)) and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States and its territorial possessions and in any and all foreign countries and in and to any and all divisions, reissues, continuations, substitutions and renewals thereof.

I (WE) hereby authorize and request the Patent Office Officials in the United States and its territorial possessions and any and all foreign countries to issue any and all of said Letters Patent, when granted, to said ASSIGNEE as the assignee of my (our) entire right, title and interest in and to the same, for the sole use and behoof of said ASSIGNEE, its (his) successors and assigns, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held by me (us) had this Assignment and sale not been made.

INSERT NAMES AND RESIDENCE ADDRESS OF THE INVENTORS.

INSERT TITLE OF INVENTION.

INSERT NAME AND ADDRESS OF COMPANY OR OTHER ASSIGNEE

Further, I (WE) agree that I (WE) will communicate to said ASSIGNEE or its (his) representatives any facts known to me (us) respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letter Patent to be issued to said ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid said ASSIGNEE, its (his) successors and assigns, to obtain and enforce proper protection for said invention in the United States and its territorial possessions and in any and all foreign countries.

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Date: \_\_\_\_\_

\_\_\_\_\_  
(Signature of Inventor) Jonathan G. QUINN

Date: \_\_\_\_\_

\_\_\_\_\_  
(Signature of Inventor) Michael R. MINASI

Date: 4/04/11

Michelle Marian  
\_\_\_\_\_  
(Signature of Inventor) Michelle MARIAN

Date: \_\_\_\_\_

\_\_\_\_\_  
(Signature of Inventor) Mir M. AAMIR

Date: \_\_\_\_\_

\_\_\_\_\_  
(Signature of Inventor) Tamara R. PATTISON

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