## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

### **CONVEYING PARTY DATA**

Name	Execution Date
Qingmin Hu	06/25/2012
Brian Kevin Daly	06/25/2012
Karen Mullis	08/23/2012

## **RECEIVING PARTY DATA**

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State/Country:	GEORGIA
Postal Code:	30308

#### **PROPERTY NUMBERS Total: 1**

Property Type	Number
Application Number:	14027642

### **CORRESPONDENCE DATA**

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ATTORNEY DOCKET NUMBER:	2011-1100CON/ 27.5552USC1
NAME OF SUBMITTER:	Jodi L. Hartman
Signature:	/Jodi L. Hartman/

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Date:	09/16/2013
Total Attachments: 3 source=5552USC1 Assignment from Paren source=5552USC1 Assignment from Paren source=5552USC1 Assignment from Paren	t from Invs to ATT IP I#page2.tif

PATENT REEL: 031214 FRAME: 0166

JOINT INVENTORS (Worldwide Rights) AT&T Ref. No. 2011-1100 Attorney Docket No. AT2-212

# **ASSIGNMENT**

WHEREAS I/We, the below named inventor(s), [hereinafter referred to as Assignor(s)], have made an invention entitled:

# ENHANCING A USER'S SHOPPING EXPERIENCE

	s Patent filed concurrently herewith; or s Patent filed on [Date], 20[Year], (Serial No. [Text]); and
State of Georgia, having a place of business at 675 (hereinafter referred to as Assignee), is desirous of	a partnership organized and existing under the laws of the W. Peachtree Street, Suite 4000, Atlanta, Georgia 30375 securing the entire right, title, and interest in and to this and to the application for United States Letters Patent or this application;
good and valuable consideration the receipt of w Assignor(s), have sold, assigned, transferred, and set the Assignee, its lawful successors and assigns, my attached herein, and this non-provisional application, Patent of the United States which may be granted the on the basis of the above provisional application (if ar application, and all applications for Letters Patent wh country and all Letters Patent which may be granted or renewals, and reissues thereof; and I/We hereby a Trademarks of the United States and any official of	in consideration of the sum of One Dollar (\$1.00) and other hich from Assignee is hereby acknowledged, I/We, as over, and do hereby sell, assign, transfer, and set over unto our entire right, title, and interest in and to this invention, and all divisions, and continuations thereof, and all Letters reon, and all reissues thereof, and all rights to claim priority only), as well as all rights to claim priority on the basis of this inch may hereafter be filed for this invention in any foreign on this invention in any foreign country, and all extensions authorize and request the Commissioner of Patents and any foreign country whose duty it is to issue patents or Patent for this invention to Assignee, its successors and ent;
AND, I/WE HEREBY covenant that I/We has Assignment, and I/We have not executed and will	ave the full right to convey the interest assigned by this execute any agreement in conflict with this Assignment;
communicate with Assignee, its successors and assig testify in any legal proceeding, sign all lawful papers of papers that may be necessary or desirable to perfect assigns, execute all divisional, continuation, and reis everything possible to aid Assignee, its successors a	Indicate that I/We will, without further consideration, any facts known to me/us respecting this invention, and when called upon to do so, execute and deliver any and all the title to this invention in said Assignee, its successors of sue applications, make all rightful oaths and generally do not assigns, to obtain and enforce proper patent protection country, it being understood that any expense incident to signee, its successors and assigns.
IN TESTIMONY WHEREOF, I/We have hereu	nto set my/our hands.
State of Washington	Name: QINGMIN HU Address: 1135 236th Place NE Sammamish, WA 98074 Signed: Chirphithus Date: 6-25-R
Subscribed and sworn to before me this <u>a5th</u> day	
Bonnie Fmil , Notary Public	
	BONNIE FRUIK

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MY COMMISSION EXPIRES PATENT
REEL: 031214 FRAME: 0167

NOTARY PUBLIC

JOINT INVENTORS (Worldwide Rights) AT&T Ref. No. 2011-1100 Attorney Docket No. AT2-212

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ONNIE FRUIK E OF WASHINGTON
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MISSION EXPIRES
03-01-16
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JOIN: INVENTORS (Worldwide Rights) AT&T Ref. No. 2011-1100 Attorney Docket No. AT2-212

County of )	Name: BRIAN REVIN DALT
)	Address: 1840 E Hamlin Street
í	Seattle, WA 98112
State of )	Signed:
	Date:
Subscribed and sworn to before me this _	day of, 20
, Notary Po	ablic
. 5	
County of Walton)	Name: KAREN MULLIS
	Address: 2845 Green Road
State of Georgia	Loganvithe, GA 30052
State of General a	Signed:
	Date: 623 2012
	' ^ '
Subscribed and sworn to before me this	23 day of June 20 2012
Museu Amo DOR Re Notary Pi	iblic

LAURIE ANN SEALS
NOTARY PUBLIC
Walton County
State of Georgia
By Comm. Expires February 14, 2016

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**RECORDED: 09/16/2013**