

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jamie Toren	06/25/2012
Mark Edward Causey	06/26/2012
RECEIVING PARTY DATA	
Name:	AT&T Mobility II LLC
Street Address:	1025 Lenox Park Boulevard
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30319
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14027642
CORRESPONDENCE DATA	
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Address Line 2:	Room 2A-207
Address Line 4:	Bedminster, NEW JERSEY 07921
ATTORNEY DOCKET NUMBER:	2011-1100CON/ 27.5552USC1
NAME OF SUBMITTER:	Jodi L. Hartman
Signature:	/Jodi L. Hartman/
Date:	09/16/2013
Total Attachments: 2	
source=5552USC1 Assignment from Parent from Invs to ATT Mobility II#page1.tif	
source=5552USC1 Assignment from Parent from Invs to ATT Mobility II#page2.tif	

OP \$40.00 14027642

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

- ☒ embodied in an application for United States Letters Patent filed concurrently herewith; or
☐ embodied in an application for United States Letters Patent filed on [Date], 20[Year], (Serial No. [Text]); and

WHEREAS, AT&T Mobility II LLC, a limited liability company of Delaware, having a place of business at 1025 Lenox Park Boulevard, Atlanta, Georgia 30319 (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

NOW THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration the receipt of which from Assignee is hereby acknowledged, I/We, as Assignor(s), have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, my/our entire right, title, and interest in and to this invention, attached herein, and this non-provisional application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of the above provisional application (if any), as well as all rights to claim priority on the basis of this application, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and I/We hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, I/WE HEREBY covenant that I/We have the full right to convey the interest assigned by this Assignment, and I/We have not executed and will not execute any agreement in conflict with this Assignment;

AND, I/WE HEREBY further covenant and agree that I/We will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to me/us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

IN TESTIMONY WHEREOF, I/We have hereunto set my/our hands.

County of COBB)

Name: JAMIE TOREN

Address: 4201 Chastain Drive. NE

Atlanta, GA 30342

State of GEORGIA)

Signed: [Signature]

Date: 6/25/2012

Subscribed and sworn to before me this 25 day of JUNE, 20 12

[Signature], Notary Public

NOTARY PUBLIC, COBB COUNTY, GEORGIA
MY COMMISSION EXPIRES SEPTEMBER 7, 2014

County of COBB)
)
State of GEORGIA)

Name: MARK EDWARD CAUSEY
Address: 4475 Lake Ivanhoe Drive
Tucker, GA 30084
Signed: Mark Edward Causey
Date: 6/26/12

Subscribed and sworn to before me this 26 day of June, 20 12

[Signature]

Notary Public

NOTARY PUBLIC, COBB COUNTY, GEORGIA
MY COMMISSION EXPIRES SEPTEMBER 7, 2014