

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>Jean-Jacques Grimaud</td> <td>07/25/2013</td> </tr> <tr> <td>William Martin</td> <td>08/22/2013</td> </tr> </tbody> </table>		Name	Execution Date	Jean-Jacques Grimaud	07/25/2013	William Martin	08/22/2013
Name	Execution Date						
Jean-Jacques Grimaud	07/25/2013						
William Martin	08/22/2013						
RECEIVING PARTY DATA							
Name:	Dassault Systemes						
Street Address:	10 Rue Marcel Dassault						
City:	Velizy Villacoublay						
State/Country:	FRANCE						
Postal Code:	78140						
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>13922591</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13922591		
Property Type	Number						
Application Number:	13922591						
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Date:	09/17/2013						
Total Attachments: 3 source=42011075000asg#page1.tif source=42011075000asg#page2.tif source=42011075000asg#page3.tif							

CH \$40.00 13922591

JointASSIGNMENT

WHEREAS, we, **Jean-Jacques Grimaud and William Martin**, have invented a certain improvement in **Shopper Helper** described in an application for Patent,

- the specification of which is about to be filed in the United States Patent Office *(use for utility (37 CFR § 1.53(b)) and design filings only)*;
- is about to be filed in the United States Patent Office as a Provisional Application;
- the specification of which is United States Application No. **13/922,591**, filed **June 20, 2013**;
- the specification of which is a Patent Cooperation Treaty Application, International Application No. [], filed [], which designates the United States of America [and is assigned United States Application No. []];
- which was patented under United States Patent No. [].

WHEREAS, **Dassault Systèmes** (hereinafter "ASSIGNEE"), a corporation organized and existing under the laws of **France**, and having a usual place of business at **10 Rue Marcel Dassault, Velizy Villacoublay, France 78140** desires to confirm its interest therein in accordance with agreements duly entered into with us;

NOW, THEREFORE, to all whom it may concern be it known that for and in consideration of said agreements and of other good and valuable consideration, the receipt of which is hereby acknowledged, we have sold, assigned and transferred and by these presents do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, the entire right, title and interest in and throughout the United States of America, its territories and all foreign countries, in and to said invention as described in said application, together with the entire right, title and interest in and to said application and such Letters Patent as may issue on said invention; said invention, application and Letters Patent to be held and enjoyed by said ASSIGNEE for its own use and behalf and for its successors, assigns and legal representatives, 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 us had this assignment and sale not been made; we hereby convey all rights arising under or pursuant to any and all international agreements, treaties or laws relating to the protection of industrial property by filing any such applications for Letters Patent. We hereby acknowledge that this assignment, being of the entire right, title and interest in and to said invention, carries with it the right in ASSIGNEE to apply for any and all related provisional and nonprovisional, international and national phase applications, including any and all substitution, reissue, divisional, continuation, and continuation-in-part applications, and obtain from competent authorities in all countries of the world any and all Letters Patent by attorneys and agents of ASSIGNEE's selection and the right to procure the grant of all such Letters Patent to ASSIGNEE for its own name as assignee of the entire right, title and interest therein; we hereby expressly authorize the filing of an International Patent Application under the Patent Cooperation Treaty which corresponds to and claims the priority of the above-identified application;

AND, we hereby further agree for ourselves and our executors and administrators to execute upon request any other lawful documents and likewise to perform any other lawful acts which may be deemed necessary to secure fully the aforesaid invention to said ASSIGNEE, its successors, assigns and legal representatives, but at its or their expense and charges, including the execution of applications for patents in foreign countries, and the execution of any future applications including substitution, reissue, divisional or continuation, continuation-in-part applications, and all related provisional and nonprovisional, international and national phase applications, and preliminary or other statements and the giving of testimony in any interference or other proceeding in which said invention or any application or patent directed thereto may be involved;

AND, we do hereby authorize and request each Patent Office and the Commissioner of Patents of the United States to issue such Letters Patent as shall be granted upon said invention to said ASSIGNEE, its successors, assigns, and legal representatives.

IN TESTIMONY WHEREOF, we have hereunto set our hands and affixed our seals the date set forth below.

Inventor's Signature: JJ Grimaud
Jean-Jacques Grimaud

State/Commonwealth of Massachusetts
County of Middlesex

On this 25th day of July 2013, before me, the undersigned notary public, personally appeared Jean-Jacques Grimaud,

- personally known to me, or
- proved to me through satisfactory evidence of identification, which was

to be the person whose name was signed on the foregoing instrument in my presence, and acknowledged that he/she signed the foregoing instrument as his/her free act and deed.

(SEAL)

Notary Public Shawn J. Grimes
Shawn J. Grimes (print name)
My Commission expires 7/25/2013

Inventor's Signature: William Martin
William Martin

State/Commonwealth
of Texas
County of Tarrant

On this 22nd day of August 2013, before me, the undersigned notary public, personally appeared William Martin,

personally known to me, or

proved to me through satisfactory evidence of identification, which was

Texas Driver's License Expires 29 August 18

to be the person whose name was signed on the foregoing instrument in my presence, and acknowledged that he/she signed the foregoing instrument as his/her free act and deed.

(SEAL)



Notary Public Tyler Baccus

Tyler Baccus (print name)

My Commission expires 31 Jan 17