### PATENT ASSIGNMENT

# Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	SSION TYPE: NEW ASSIGNMENT				
NATURE OF CONVEYANCE:			ASSIGNMENT		
CONVEYING PARTY DATA					
N			lame	Execution Date	
Jonathan Otto				04/08/2009	
Andrew Van Luchene				06/12/2009	
RECEIVING PARTY DATA					
Name:	RetailDNA, LLC				
Street Address:	2417 Jericho	Turnpi	ke		
Internal Address:	Suite 325				
City:	Garden City	Park			
State/Country:	NEW YORK				
Postal Code:	11040				
PROPERTY NUMBER	RS Total: 1				
Property T	Property Type Number				155
Application Number:				13670055	
Fax Number: 2034033068			\$40.00		
Correspondence will I	Correspondence will be sent via US Mail when the fax attempt is unsuccessful.			4 0	
Phone:	203-438-6991				
Email: Ibredmehl@finchamdowns.com					
Correspondent Name: Fincham Downs LLC					
Address Line 1:   470 Main Street     Address Line 2:   Suite 303					
Address Line 2: Suite 303   Address Line 4: Ridgefield, CONNECTICUT 06877					
ATTORNEY DOCKET NUMBER:			RD01-021-03		
NAME OF SUBMITTER:		Limor Bredmehl			
Signature:			/Limor N. Bredmehl/		

# REEL: 031275 FRAME: 0917

Date:	09/25/2013
Total Attachments: 4 source=RD01-021-03_Assignment#page1.ti source=RD01-021-03_Assignment#page2.ti source=RD01-021-03_Assignment#page3.ti source=RD01-021-03_Assignment#page4.ti	f f

Assignment of Rights, Title and Interest in Invention	Docket Number
(Multiple inventors; single assignee)	RETP102RUS

#### Assignee Information

Name	RetailDNA, LLC		
Address (line 1)	1200 N. Dixie Highway		
Address (line 2)			······
City	Lake Worth	State	Florida
Country	United States of America	Postal Code	33460
	Tit	le of Invention:	
METHOD AND S INTELLIGENCE		RTY REWARDS USING	A SINGLE ACCOUNT AND ARTIFICIAL

This is an Assignment of the following rights, title and interest: (check all that apply):

X United States of America rights, title and interest in the invention

X Foreign rights, title and interest in the invention

X United States Patent Application Serial No. 12/322,094

Date of Execution: \_\_\_\_\_ Date of Filing: January 29, 2009

United States Provisional Patent Application Serial No.

United States Patent No(s).

International (PCT) Patent Application Serial No.

Other (specify)

#### Inventors (assignors)

Name	Address
Jonathan OTTO	8 Largo Mar Rd., Palm Beach, Florida 33480 US
Andrew VAN LUCHENE	1012 Marquez Place, #205a, Santa Fe, New Mexico 87505 US
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#### Assignment of Rights, Title and Interest in Invention **Docket Number** (Multiple inventors: single assignee)

RETP102RUS

Whereas, we, the above-identified Inventors, have invented certain new and useful improvements in the Invention identified above and described in the above-identified patent application(s) and/or patent(s) (hereinafter referred to as "Invention");

And, whereas we desire to assign our above-identified rights, title and interest in the Invention to the above-identified Assignee:

Now, this indenture witnesseth, that for good and valuable consideration, the receipt whereof is hereby acknowledged:

We hereby assign, sell and transfer our above-identified rights, title and interest in said Invention, said application (s) as identified above, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted or have granted for said Invention and in and to any and all reissues and reexaminations thereof, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;

And we hereby authorize and request the Director of the United States Patent and Trademark Office to issue any United States Letters Patent which may issue for said Invention to said Assignee, as assignee of the whole right. title and interest thereto;

And we further agree to sign and execute all neccessary and lawful future documents, including applications for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid Invention, as the Assignee or its Designee(s) may from time to time require and prepare at its own expense.

Inventors' Signatures (if N	otarization is desired, do not sign here and proceed to next page)
Name	Signature/Date
Jonathan OTTO	4/8/09
Andrew VAN LUCHENE	
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PATENT REEL: 031275 FRAME: 0920

716-626-0366

sived)	(Multiple inventors; single	assignee)	RETP102RUS
Jun 12, 2009 NGSIMPSONnic Series Stat Care Investments	Assig	nee Information	
Name	RetailDNA, LLC		
Address (line 1)	1200 N. Dixle Highway		na i
Address (line 2)			
City	Lake Worth	State	Florida
Country	United States of America	Postal Code	33460
	SYSTEM TO MANAGE MULTIPLE PA	lle of Invention:	A SINGLE ACCOUNT AND ARTIFICIA
METHOD AND S INTELLIGENCE This is an Ass	SYSTEM TO MANAGE MULTIPLE PA	title and interest: (che	A SINGLE ACCOUNT AND ARTIFICIA
METHOD AND S INTELLIGENCE This is an Ass X United S	SYSTEM TO MANAGE MULTIPLE PA	title and interest: (che	A SINGLE ACCOUNT AND ARTIFICIA
METHOD AND S INTELLIGENCE This is an Ass X United S X Foreign	SYSTEM TO MANAGE MULTIPLE PA ignment of the following rights, to States of America rights, title and in rights, title and interest in the inver	title of Invention: ARTY REWARDS USING title and interest: (che iterest in the invention ntion	A SINGLE ACCOUNT AND ARTIFICIA
METHOD AND S INTELLIGENCE This is an Ass X United S X Foreign X United S	SYSTEM TO MANAGE MULTIPLE PA ignment of the following rights, to States of America rights, title and in rights, title and interest in the inver States Patent Application Serial No.	title of Invention: ARTY REWARDS USING title and interest: (che iterest in the invention ntion . 12/322,094	A SINGLE ACCOUNT AND ARTIFICIA ck all that apply):
METHOD AND S INTELLIGENCE This is an Ass X United S X Foreign X United S Da	SYSTEM TO MANAGE MULTIPLE PA ignment of the following rights, to States of America rights, title and in rights, title and interest in the inver States Patent Application Serial No. te of Execution:	title of Invention: ARTY REWARDS USING title and interest: (cher iterest in the invention ntion , 12/322,094 Date of Filing; J	A SINGLE ACCOUNT AND ARTIFICIA ck all that apply): anuary 29, 2009
METHOD AND S INTELLIGENCE This is an Ass X United S X Foreign X United S Da	SYSTEM TO MANAGE MULTIPLE PA ignment of the following rights, to States of America rights, title and in rights, title and interest in the inver States Patent Application Serial No.	title and interest: (cher title and interest: (cher terest in the invention ntion , 12/322,094 Date of Filing; Jon Serial No.	A SINGLE ACCOUNT AND ARTIFICIA ck all that apply): anuary 29, 2009

## Inventors (assignors)

Name	Address		
Jonathan OTTO	8 Largo Mar Rd., Palm Beach, Florida 33480 US		
Andrew VAN LUCHENE	1012 Marquez Place, #205a. Santa Fe, New Mexico 87505 US		
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# Assignment of Rights, Title and Interest in Invention Docket Number (Multiple inventors; single assignee) RETPI02RUS

Whereas, we, the above-identified Inventors, have invented certain new and useful improvements in the Invention identified above and described in the above-identified patent application(s) and/or patent(s) (hereinafter referred to as "Invention");

And, whereas we desire to assign our above-identified rights, title and interest in the Invention to the above-identified Assignee;

Now, this indenture witnesseth, that for good and valuable consideration, the receipt whereof is hereby acknowledged;

We hereby assign, sell and transfer our above-identified rights, title and interest in said Invention, said application (s) as identified above, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted or have granted for said Invention and in and to any and all reissues and reexaminations thereof, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;

And we hereby authorize and request the Director of the United States Patent and Trademark. Office to issue any United States Letters Patent which may issue for said Invention to said Assignee, as assignee of the whole right, title and interest thereto;

And we further agree to sign and execute all neccessary and lawful future documents, including applications for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid Invention, as the Assignee or its Designee(s) may from time to time require and prepare at its own expense.

Inventors' Signatures (if Notarization is desired, do not sign here and proceed to next page)			
Name	Signature/Date		
Jonathan OTTO			
Andrew VAN LUCHENE	websile alizion		
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