

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>Jonathan Otto</td> <td>04/08/2009</td> </tr> <tr> <td>Andrew Van Luchene</td> <td>06/12/2009</td> </tr> </tbody> </table>		Name	Execution Date	Jonathan Otto	04/08/2009	Andrew Van Luchene	06/12/2009						
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Jonathan Otto	04/08/2009												
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>RetailDNA, LLC</td> </tr> <tr> <td>Street Address:</td> <td>2417 Jericho Turnpike</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 325</td> </tr> <tr> <td>City:</td> <td>Garden City Park</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>11040</td> </tr> </table>		Name:	RetailDNA, LLC	Street Address:	2417 Jericho Turnpike	Internal Address:	Suite 325	City:	Garden City Park	State/Country:	NEW YORK	Postal Code:	11040
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
Fax Number: 2034033068 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 203-438-6991 Email: lbredmehl@finchamdowns.com Correspondent Name: Fincham Downs LLC Address Line 1: 470 Main Street 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/												

Date:

09/25/2013

Total Attachments: 4

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

Docket Number

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 necessary 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



4/8/09

Andrew VAN LUCHENE

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

Jonathan OTTO

Andrew VAN LUCIENE

52526 6/12/00