

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Blaine E. Hurst</td> <td>09/19/2013</td> </tr> <tr> <td>Michael R. Nettles</td> <td>09/19/2013</td> </tr> </tbody> </table>		Name	Execution Date	Blaine E. Hurst	09/19/2013	Michael R. Nettles	09/19/2013				
Name	Execution Date										
Blaine E. Hurst	09/19/2013										
Michael R. Nettles	09/19/2013										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Pumpnickel Associates, LLC</td> </tr> <tr> <td>Street Address:</td> <td>3630 So. Geyer Road</td> </tr> <tr> <td>City:</td> <td>St. Louis</td> </tr> <tr> <td>State/Country:</td> <td>MISSOURI</td> </tr> <tr> <td>Postal Code:</td> <td>63127</td> </tr> </table>		Name:	Pumpnickel Associates, LLC	Street Address:	3630 So. Geyer Road	City:	St. Louis	State/Country:	MISSOURI	Postal Code:	63127
Name:	Pumpnickel Associates, LLC										
Street Address:	3630 So. Geyer Road										
City:	St. Louis										
State/Country:	MISSOURI										
Postal Code:	63127										
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>14032701</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	14032701						
Property Type	Number										
Application Number:	14032701										
CORRESPONDENCE DATA											
<p>Fax Number: 6176468646 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 6176468000 Email: pnadeau@wolfgreenfield.com Correspondent Name: Wolf, Greenfield & Sacks, P.C. Address Line 1: 600 Atlantic Avenue Address Line 4: Boston, MASSACHUSETTS 02210</p>											
ATTORNEY DOCKET NUMBER:	P0977.70017US00										
NAME OF SUBMITTER:	Patricia Nadeau										
Signature:	/Patricia Nadeau/										
Date:	09/26/2013										

Total Attachments: 6

source=P097770017US00-EXECUTED ASSIGN#page1.tif

source=P097770017US00-EXECUTED ASSIGN#page2.tif

source=P097770017US00-EXECUTED ASSIGN#page3.tif

source=P097770017US00-EXECUTED ASSIGN#page4.tif

source=P097770017US00-EXECUTED ASSIGN#page5.tif

source=P097770017US00-EXECUTED ASSIGN#page6.tif


ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned Assignor, hereby:

1. Sell, assign and transfer to Pumpnickel Associates, LLC, a Delaware Limited Liability Company having a place of business at 3630 So. Geyer Road; St. Louis, Missouri 63127, its successors, assigns and legal representatives, all hereinafter referred to as the Assignee, my entire right, title and interest for the United States and all foreign countries, in and to any and all inventions and designs which are disclosed in the application for United States Letters Patent filed September 20, 2013, under Serial No. 14/032701, bearing Attorney Docket No. P0977.70017US00, and entitled TECHNIQUES FOR ANALYZING OPERATIONS OF ONE OR MORE RESTAURANTS, and in and to the application and all corresponding provisional, non-provisional, divisional, continuing, substitute, renewal, reissue and all other applications for Letters Patent, utility models, industrial designs or similar intellectual property rights which have been or shall be filed in the United States, internationally, and in any foreign country, including but not limited to China, Japan and Korea, on any of the inventions; and in and to all original and reissued patents which have been or shall be issued in the United States or any other jurisdiction on the inventions, including the right to apply for patent rights in each foreign country and all rights to priority, including the right to claim priority for China, Japan and Korea;
2. Agree that the Assignee may apply for and receive Letters Patent and utility model and industrial design registrations for the inventions in its own name; and when requested, without charge to but at the expense of the Assignee, I agree to carry out in good faith the intent and purpose of this assignment, by executing all non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent, utility model and industrial design applications on any and all the inventions, by executing all rightful oaths, assignments, powers of attorney and other papers, by communicating to the Assignee all facts known to me relating to the inventions and the history thereof, and generally by doing everything reasonably possible which the Assignee shall consider desirable for aiding in securing and maintaining proper protection for the inventions and for vesting title to the inventions and all applications for patents and all patents on the inventions, in the Assignee;
3. Request the Director of the United States Patent and Trademark Office to issue the Letters Patent to the Assignee;
4. Authorize and request Wolf, Greenfield & Sacks, P.C. to supply any missing patent/application identification information or correct any errors in the patent/application identification information provided above, whether discovered prior to or after recordation;
5. Covenant with the Assignee that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by me and that full right to convey the same as herein expressed is possessed by me; and
6. Appoint Assignee, through its designee, my attorney-in-fact to execute, in my name and on my behalf, any and all documents required to effectuate this Assignment, specifically including, but not limited to, those documents specified above and any necessary corrective assignments.

This instrument is executed under seal and signed under the pains and penalties of perjury under the laws of the United States of America.

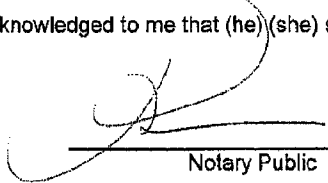
September 19, 2013
Date


Inventor: Blaine E. Hurst
Address: 93 Village Avenue
Dedham, Massachusetts 02026
Citizenship: US

STATE/Commonwealth of Mass.
COUNTY OF Norfolk:

On this 19th day of September, 2013, before me, the undersigned notary public, personally appeared Blaine E. Hurst, proved to me through satisfactory evidence of identification, which were Mass Drivers License to be the person who signed the preceding or attached document in my presence and swore or affirmed to me that the contents of the document are truthful and accurate to the best of (his) (her) knowledge and belief and acknowledged to me that (he) (she) signed it voluntarily for its stated purpose.

SEAL


Notary Public Patrice A. McInnis

My commission expires: November 15, 2013

Date _____

Inventor: Michael R. Nettles

Address: 17517 Radcliffe Place Dr.

Wildwood, Missouri 63025

Citizenship: US

STATE/Commonwealth of _____

County of _____

On this _____ day of _____, _____, before me, the undersigned notary public, personally appeared Michael R. Nettles, proved to me through satisfactory evidence of identification, which were _____

to be the person who signed the preceding or attached document in my presence and swore or affirmed to me that the contents of the document are truthful and accurate to the best of (his) (her) knowledge and belief and acknowledged to me that (he) (she) signed it voluntarily for its stated purpose.

SEAL

Notary Public

My commission expires: _____

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned Assignor, hereby:

1. Sell, assign and transfer to Pumpnickel Associates, LLC, a Delaware Limited Liability Company having a place of business at 3630 So. Geyer Road; St. Louis, Missouri 63127, its successors, assigns and legal representatives, all hereinafter referred to as the Assignee, my entire right, title and interest for the United States and all foreign countries, in and to any and all inventions and designs which are disclosed in the application for United States Letters Patent filed September 20, 2013, under Serial No. 14/032701, bearing Attorney Docket No. P0977.70017US00, and entitled TECHNIQUES FOR ANALYZING OPERATIONS OF ONE OR MORE RESTAURANTS, and in and to the application and all corresponding provisional, non-provisional, divisional, continuing, substitute, renewal, reissue and all other applications for Letters Patent, utility models, industrial designs or similar intellectual property rights which have been or shall be filed in the United States, internationally, and in any foreign country, including but not limited to China, Japan and Korea, on any of the inventions; and in and to all original and reissued patents which have been or shall be issued in the United States or any other jurisdiction on the inventions, including the right to apply for patent rights in each foreign country and all rights to priority, including the right to claim priority for China, Japan and Korea;
2. Agree that the Assignee may apply for and receive Letters Patent and utility model and industrial design registrations for the inventions in its own name; and when requested, without charge to but at the expense of the Assignee, I agree to carry out in good faith the intent and purpose of this assignment, by executing all non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent, utility model and industrial design applications on any and all the inventions, by executing all rightful oaths, assignments, powers of attorney and other papers, by communicating to the Assignee all facts known to me relating to the inventions and the history thereof, and generally by doing everything reasonably possible which the Assignee shall consider desirable for aiding in securing and maintaining proper protection for the inventions and for vesting title to the inventions and all applications for patents and all patents on the inventions, in the Assignee;
3. Request the Director of the United States Patent and Trademark Office to issue the Letters Patent to the Assignee;
4. Authorize and request Wolf, Greenfield & Sacks, P.C. to supply any missing patent/application identification information or correct any errors in the patent/application identification information provided above, whether discovered prior to or after recordation;
5. Covenant with the Assignee that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by me and that full right to convey the same as herein expressed is possessed by me; and
6. Appoint Assignee, through its designee, my attorney-in-fact to execute, in my name and on my behalf, any and all documents required to effectuate this Assignment, specifically including, but not limited to, those documents specified above and any necessary corrective assignments.

This instrument is executed under seal and signed under the pains and penalties of perjury under the laws of the United States of America.

Date

Inventor: Blaine E. Hurst

Address: 93 Village Avenue

Dedham, Massachusetts 02026

Citizenship: US

STATE/Commonwealth of _____
COUNTY OF _____

On this _____ day of _____, _____, before me, the undersigned notary public,
personally appeared _____ Blaine E. Hurst _____, proved to me through satisfactory evidence of
identification, which were _____,

to be the person who signed the preceding or attached document in my presence and swore or affirmed
to me that the contents of the document are truthful and accurate to the best of (his) (her) knowledge
and belief and acknowledged to me that (he) (she) signed it voluntarily for its stated purpose.

SEAL

Notary Public

My commission expires: _____

Date 9/19/13

Michael R. Nettles

Inventor: Michael R. Nettles
Address: 17517 Radcliffe Place Dr.
Wildwood, Missouri 63025
Citizenship: US

STATE/Commonwealth of Missouri
COUNTY OF St. Louis:

On this 19th day of September, 2013, before me, the undersigned notary public, personally appeared Michael R. Nettles, proved to me through satisfactory evidence of identification, which were known to me, to be the person who signed the preceding or attached document in my presence and swore or affirmed to me that the contents of the document are truthful and accurate to the best of (his) (her) knowledge and belief and acknowledged to me that (he) (she) signed it voluntarily for its stated purpose.

SEAL

Amanda L. Riley
Notary Public

My commission expires: 2/15/2014

AMANDA L. RILEY
Notary Public - Notary Seal
State of Missouri
St. Louis City
My Commission Expires 2/15/2014
Commission # 10839953