

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2594687

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>07/17/2008</td> </tr> <tr> <td>ANDREW VAN LUCHENE</td> <td>07/01/2008</td> </tr> <tr> <td>MICHAEL R. MUELLER</td> <td>07/05/2008</td> </tr> </tbody> </table>		Name	Execution Date	JONATHAN OTTO	07/17/2008	ANDREW VAN LUCHENE	07/01/2008	MICHAEL R. MUELLER	07/05/2008				
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ANDREW VAN LUCHENE	07/01/2008												
MICHAEL R. MUELLER	07/05/2008												
RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>RETAILDNA, LLC</td> </tr> <tr> <td>Street Address:</td> <td>2417 JERICO 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 JERICO TURNPIKE	Internal Address:	SUITE 325	City:	GARDEN CITY PARK	State/Country:	NEW YORK	Postal Code:	11040
Name:	RETAILDNA, LLC												
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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>13316307</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13316307								
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CORRESPONDENCE DATA													
Fax Number:	(203)403-3068												
Phone:	203-438-6991												
Email:	lbredmehl@finchamdowns.com												
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>													
Correspondent Name:	FINCHAM DOWNS LLC												
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Address Line 2:	SUITE 303												
Address Line 4:	RIDGEFIELD, CONNECTICUT 06877												
ATTORNEY DOCKET NUMBER:	RD01-031-01												
NAME OF SUBMITTER:	LIMOR BREDMEHL												

Signature:	/Limor N. Bredmehl/
Date:	10/29/2013
Total Attachments: 6 source=RD01-031-01_Assignment#page1.tif source=RD01-031-01_Assignment#page2.tif source=RD01-031-01_Assignment#page3.tif source=RD01-031-01_Assignment#page4.tif source=RD01-031-01_Assignment#page5.tif source=RD01-031-01_Assignment#page6.tif	

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

Docket No.
RETP:102bUS

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

- ☒ *United States of America rights, title and interest in the invention*
☒ *Foreign rights, title and interest in the invention*
☒ *United States Patent Application Serial No. 12/151,038*

Date of Execution: _____ *Date of Filing:* May 2, 2008

- ☐ *United States Provisional Patent Application Serial No.* _____
☐ *United States Patent No(s).* _____
☐ *International (PCT) Patent Application Serial No.* _____
☐ *Other (specify)* _____

Title of the Invention

METHOD AND APPARATUS FOR GENERATING AND TRANSMITTING AN ORDER INITIATION OFFER TO A WIRELESS COMMUNICATIONS DEVICE

Inventors (assignors)

<i>Name</i>	<i>Address</i>
Jonathan OTTO	8 Largo Mar Rd., Palm Beach, Florida 33480
Andrew VAN LUCHENE	1012 Marquez Place, #205a, Santa Fe, New Mexico 87505
Michael R. MUELLER (Legal Representative of the estate of Raymond J. MUELLER (deceased))	8071 Murano Circle, Palm Beach Gardens, Florida 33418

Assignee

<i>Name</i>	<i>Address</i>
RetailDNA, LLC	525 S. Flagler Drive, Suite #500, West Palm Beach, Florida 33401

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(Multiple inventors; single assignee)**

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RETP:102bUS

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;

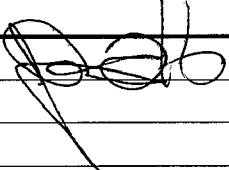
Now, this indenture witnesseth, that for good and valuable consideration, the receipt whereof is hereby acknowledged;

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 hereto;

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	 7/17/08
Andrew VAN LUCHENE	
Michael R. MUELLER (Legal Representative of the estate of Raymond J. MUELLER (deceased))	

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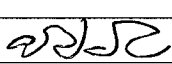
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And we hereby authorize and request the Director of the United States Patent and Trademark Office to issue any United States Letters Patent which may issue for said Invention to said Assignee, as assignee of the whole right, title and interest thereto;

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Michael R. MUELLER (Legal Representative of the estate of Raymond J. MUELLER (deceased))	<i>Mike Miller / 7/5/08</i>