

PATENT ASSIGNMENT COVER SHEET

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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>JEFFREY WEIDAUER</td> <td>11/13/2013</td> </tr> <tr> <td>MICHAEL WILKINSON</td> <td>11/13/2013</td> </tr> <tr> <td>JEFFREY BLACKWELL</td> <td>11/13/2013</td> </tr> <tr> <td>GENE BETHARDS</td> <td>11/14/2013</td> </tr> <tr> <td>SCOTT ATEN</td> <td>11/13/2013</td> </tr> <tr> <td>DAVID ADLER</td> <td>11/14/2013</td> </tr> </tbody> </table>		Name	Execution Date	JEFFREY WEIDAUER	11/13/2013	MICHAEL WILKINSON	11/13/2013	JEFFREY BLACKWELL	11/13/2013	GENE BETHARDS	11/14/2013	SCOTT ATEN	11/13/2013	DAVID ADLER	11/14/2013
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<table border="1"> <tr> <td>Name:</td> <td>ELECTRONIC IMAGING SERVICES, INC.</td> </tr> <tr> <td>Street Address:</td> <td>7302 KANIS ROAD</td> </tr> <tr> <td>City:</td> <td>LITTLE ROCK</td> </tr> <tr> <td>State/Country:</td> <td>ARKANSAS</td> </tr> <tr> <td>Postal Code:</td> <td>72204</td> </tr> </table>		Name:	ELECTRONIC IMAGING SERVICES, INC.	Street Address:	7302 KANIS ROAD	City:	LITTLE ROCK	State/Country:	ARKANSAS	Postal Code:	72204				
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Application Number:	14082319														
CORRESPONDENCE DATA															
Fax Number:	(212)755-7306														
Phone:	212-326-3694														
Email:	htla@jonesday.com														
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>															
Correspondent Name:	JONES DAY														
Address Line 1:	222 EAST 41ST ST														
Address Line 4:	NEW YORK, NEW YORK 10017														
ATTORNEY DOCKET NUMBER:	13428-008-999														
NAME OF SUBMITTER:	PETER G. THURLOW														

CH \$40.00 14082319

Signature:	/Peter G. Thurlow/
Date:	11/18/2013
Total Attachments: 1 source=Executed_Assignment-13428-008-999#page1.tif	

O JOINT

ASSIGNMENT

WHEREAS, WE, Jeffrey WEIDAUER, citizen of United States of America, residing at 19 Conmentry Drive, Little Rock, AR 72223; Michael WILKINSON, citizen of United States of America, residing at 10111 El Monte Street, Overland Park, KS 66207; Jeffrey BLACKWELL, a citizen of United States of America, residing at 121 Waterside Drive, Mammelle, AR 72113; Gene BETHARDS, citizen of United States of America, residing at 1222 North Fork Drive, Benton, AR 72019; Scott ATEN, citizen of United States of America, residing at 3609 Doris Drive, Little Rock, AR 72212, and David ADLER, citizen of United States of America, residing at 501 Grassmere Avenue, Interlaken, NJ 07712 are the inventors of the invention PAD OF LABELS AND LABELS FOR USE ON STORE SHELVES IN A RETAIL ENVIRONMENT for which WE have executed an application for a Patent of the United States

☐ which is executed on ☐ even date herewith or ☐

☒ which is identified by Jones Day docket no. 13428-008-999

☐ which was filed on _____ Application No. _____

☐ We hereby authorize and request attorney(s), at Jones Day, to insert here in parentheses (Application number, _____ filed _____) the filing date and application number of said application when known.

and WHEREAS, Electronic Imaging Services, Inc., 7302 Kanis Road, Little Rock, AR 72204, is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application.

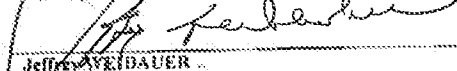
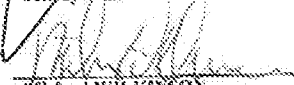
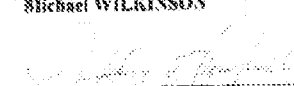
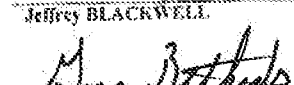
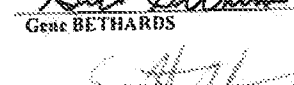

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, WE, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof, and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable, and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof.

AND WE HEREBY authorize and request the Commissioner for Patents and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that WE have full right to convey the entire interest herein assigned, and that WE have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that WE will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, WE hereunto set our hands and seals the day and year set opposite our respective signatures.

Date	<u>November 13</u> , 2013	 Jeffrey WEIDAUER	U.S.
Date	<u>November 13</u> , 2013	 Michael WILKINSON	U.S.
Date	<u>November 13</u> , 2013	 Jeffrey BLACKWELL	U.S.
Date	<u>November 14</u> , 2013	 Gene BETHARDS	U.S.
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