

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2722309

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| YOU TECHNOLOGY BRAND SERVICES, INC. | 02/06/2014 |
| RECEIVING PARTY DATA | |
| Name: | YOU TECHNOLOGY, LLC |
| Street Address: | C/O THE KROGER CO. |
| Internal Address: | 1014 VINE STREET |
| City: | CINCINNATI |
| State/Country: | OHIO |
| Postal Code: | 45202 |
| PROPERTY NUMBERS Total: 6 | |
| Property Type | Number |
| Patent Number: | 7801766 |
| Patent Number: | 8332277 |
| Application Number: | 13670058 |
| Application Number: | 13669884 |
| Application Number: | 12406527 |
| Application Number: | 12485634 |
| CORRESPONDENCE DATA | |
| Fax Number: | |
| Phone: | 3053756152 |
| Email: | swells@bilzin.com |
| <i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i> | |
| Correspondent Name: | BILZIN SUMBERG BAENA PRICE & AXELROD LLP |
| Address Line 1: | 1450 BRICKELL AVENUE, SUITE 2300 |
| Address Line 2: | ATTN: STACIA WELLS, ESQ. |
| Address Line 4: | MIAMI, FLORIDA 33131 |

| | |
|--|--|
| NAME OF SUBMITTER: | STACIA ANN WELLS |
| Signature: | /s/ |
| Date: | 02/11/2014 |
| | This document serves as an Oath/Declaration (37 CFR 1.63). |
| Total Attachments: 2 source=ASSIGNMENT ytbs patents#page1.tif source=ASSIGNMENT ytbs patents#page2.tif | |

RECORDATION FORM COVER SHEET
PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

YOU TECHNOLOGY BRAND SERVICES, INC.

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) February 6, 2014

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: YOU TECHNOLOGY, LLC

Internal Address: c/o The Kroger Co.

Street Address: 1014 Vine Street

City: Cincinnati

State: Ohio

Country: USA Zip 45202

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application or patent number(s):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

See attached sheet.

See attached sheet.

Additional numbers attached? ☒ Yes ☐ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: You Technology Brand Services, Inc.

Internal Address: c/o Och-Ziff Capital Management Group

Attn: Timothy Gray

Street Address: 9 West 57th Street

City: New York

State: NY Zip 10019

Phone Number: (646) 826-5737

Docket Number: _____

Email Address: Timothy.Gray@ozcap.com

6. Total number of applications and patents involved: 5

7. Total fee (37 CFR 1.21(h) & 3.41) \$0.00

- ☐ Authorized to be charged to deposit account
☐ Enclosed
☒ None required (government interest not affecting title)

8. Payment Information

Deposit Account Number _____

Authorized User Name _____

9. Signature:

Timothy Gray
Signature

February 6, 2014
Date

Timothy Gray
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

Item 4 - List of Patents Being Assigned by You Technology Brand Services, Inc. to You Technology, LLC

| Title | Stage | Publication Number | Patent Number | App. No. |
|---|--------------|---------------------------|----------------------|-----------------|
| Method, System, and Computer Readable Medium for Facilitating a Transaction Between a Customer, a Merchant and an Associate | Patent | 20020174018 | 7,801,766 | 09/822,961 |
| Method, System, and Computer Readable Medium for Facilitating a Transaction Between a Customer, a Merchant and an Associate | Patent | 20090228341 | 8,332,277 | 12/406,527 |
| Method, System, and Computer Readable Medium for Facilitating a Transaction Between a Customer, a Merchant and an Associate | Patent | 20090254432 | 8,332,277 | 12/485,634 |
| Method, System, and Computer Readable Medium for Facilitating a Transaction Between a Customer, a Merchant and an Associate | Application | N/A | N/A | 13/669,884 |
| Method, System, and Computer Readable Medium for Facilitating a Transaction Between a Customer, a Merchant and an Associate | Application | 20130066718 | N/A | 13/670,058 |