

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT2957990

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| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT                    |
| <b>CONVEYING PARTY DATA</b>   |                               |
| <b>Name</b>   | <b>Execution Date</b>         |
| ANDREW BUCHANAN JARNAGIN III  | 07/28/2014                    |
| <b>RECEIVING PARTY DATA</b>   |                               |
| <b>Name:</b>  | THE COCA-COLA COMPANY         |
| <b>Street Address:</b>  | ONE COCA-COLA PLAZA, NW       |
| <b>City:</b>  | ATLANTA                       |
| <b>State/Country:</b>   | GEORGIA                       |
| <b>Postal Code:</b>   | 30313                         |
| <b>PROPERTY NUMBERS Total: 1</b>  |                               |
| <b>Property Type</b>  | <b>Number</b>                 |
| Application Number:   | 14445252                      |
| <b>CORRESPONDENCE DATA</b>  |                               |
| <b>Fax Number:</b>  |                               |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> |                               |
| <b>Phone:</b>   | 612-332-5300                  |
| <b>Email:</b>   | USPTO110755@merchantgould.com |
| <b>Correspondent Name:</b>  | MERCHANT & GOULD/TCCC         |
| <b>Address Line 1:</b>  | P.O. BOX 2903                 |
| <b>Address Line 4:</b>  | MINNEAPOLIS, MINNESOTA 55402  |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 60428.0020USU1                |
| <b>NAME OF SUBMITTER:</b>   | ALTON HORNSBY                 |
| <b>SIGNATURE:</b>   | /Alton Hornsby III/           |
| <b>DATE SIGNED:</b>   | 07/29/2014                    |
| <b>Total Attachments: 2</b>   |                               |
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| source=2014-07-29_Assignment_60428-0020usu1#page2.tif   |                               |

**ASSIGNMENT**

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, do hereby:

SELL, ASSIGN AND TRANSFER to THE COCA-COLA COMPANY (the "Assignee"), a corporation of the State of Delaware having a principal place of business at One Coca-Cola Plaza, NW, Atlanta, Georgia 30313, the entire right, title and interest for the United States and all foreign countries in and to any and all improvements which are disclosed in the application for the United States Letters Patent, Serial No. 14/445,252 which was filed on July 29, 2014 and is entitled "Facilitating Individualized User Interaction with an Electronic Device", to such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; execute all rightful oaths, declarations, assignments, powers of attorney and

other papers; communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; and generally do everything possible which the Assignee shall consider desirable for vesting title to such improvements in the Assignee, and for securing, maintaining and enforcing proper patent protection for such improvements;

TO BE BINDING on the heirs, assigns representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

Signature: Andrew Buchanan Jarnagin III Date: 7/28/14  
Name: Andrew Buchanan Jarnagin III

STATE OF Georgia  
COUNTY OF Fulton

BEFORE ME, the undersigned authority, on this 28 day of July, 2014 personally appeared Andrew Buchanan Jarnagin III, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same of his/her own free will for the purposes and consideration therein expressed.

[Signature]  
Notary or Consular Officer

[SEAL]

