

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3048835

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
HUGH GATES	11/17/2011
HUNG PHAN	11/17/2011
CHRIS CAMPBELL	11/17/2011
DAVID HALL	11/17/2011
GARY WOOD	11/17/2011
REGGIE THOMAS	11/17/2011
FRANK BRANTLEY	11/17/2011
RECEIVING PARTY DATA	
Name:	R.J. REYNOLDS TOBACCO COMPANY
Street Address:	401 NORTH MAIN STREET
City:	WINSTON-SALEM
State/Country:	NORTH CAROLINA
Postal Code:	27101
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14451066
CORRESPONDENCE DATA	
Fax Number:	(704)331-4955
<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>	
Phone:	404-872-7000
Email:	shrogers@wcsr.com
Correspondent Name:	WOMBLE CARLYLE SANDRIDGE & RICE, LLP
Address Line 1:	ATTN: IP DOCKETING
Address Line 2:	P.O. BOX 7037
Address Line 4:	ATLANTA, GEORGIA 30357-0037
ATTORNEY DOCKET NUMBER:	R60999 2350US.C1 (0780.9)
NAME OF SUBMITTER:	CHRISTOHER H. ORDERS, REG. NO. 57,151
SIGNATURE:	/christopher h. orders/
DATE SIGNED:	10/02/2014

PATENT

Total Attachments: 9

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WORLDWIDE INVENTION ASSIGNMENT

WHEREAS, the undersigned (hereinafter referred to as "Assignor") has or may have invented certain inventions and improvements disclosed in the United States patent application entitled "**CIGARETTE PACKAGE CODING SYSTEM AND ASSOCIATED METHOD**" and designated as

- Application No. 13/275,016; filed October 17, 2011
- Application claims priority from Application No. _____, filed _____, all applications listed above being hereinafter referred to as the "application(s)";

WHEREAS, it is agreed that

R.J. Reynolds Tobacco Company
401 North Main Street
Winston-Salem, NC 27101-3804

(hereinafter referred to as "Assignee"), is entitled to or is desirous of acquiring all right, title and interest related to the same;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, by these presents, does sell, assign and transfer unto Assignee the full, exclusive and entire right, title and interest, worldwide: (i) in and to all inventions and improvements disclosed and described in the Application(s); (ii) in and to said Application(s) and any other United States national stage, provisional, non-provisional, divisional, continuation, continuation-in-part, or design patent applications based in whole or in part upon said inventions or improvements and/or claiming priority to said Application(s) (the "U.S. Applications"); (iii) in and to any Patent Cooperation Treaty applications based in whole or in part upon said inventions or improvements and/or claiming priority to said Application(s); (iv) in and to any and all applications for industrial property protection, including without limitation applications for patent, utility model, inventor's certificate, and design, filed or which are hereafter filed in countries outside the United States (the "Foreign Applications") and which describe in whole or in part said inventions and improvements, said Foreign Applications to be filed and issued in the name of Assignee or its designee insofar as permitted by applicable law; (v) in and to all patents or similar protective rights in the United States or elsewhere which may be granted on the U.S. Applications and Foreign Applications and all reissues, reexaminations, and extensions thereof, any and

all such patents or other protective rights to issue in the name of Assignee and for the sole use and behoof of Assignee and its successors and assigns; and (vi) in and to the right to claim any applicable foreign or domestic priority rights arising from or required for any of the aforementioned applications under the terms of any applicable conventions, treaties, statutes, or regulations.

AND, for the same consideration, Assignor agrees to (i) communicate to Assignee, its successors, legal representatives and assigns, any facts known to Assignor respecting said inventions and improvements or the history thereof and any and all documents, photographs, models, samples or other physical exhibits which may embody said inventions or improvements; (ii) sign or execute all lawful papers, applications, declarations, affidavits, assignments and rightful oaths that may be requested by Assignee during prosecution or enforcement of any rights related to the inventions and improvements; (iii) testify in any proceedings relating to said inventions or improvements or rights granted therefor; and (iv) generally do everything possible to aid Assignee and its successors, legal representatives and assigns, to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world.

Assignor covenants with Assignee, its successors, legal representatives and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned. Assignor further agrees that Assignee, its successors, legal representatives and assigns, may insert into this Assignment any further text necessary or desirable to define the Applications to which the Assignment pertains for purposes of recordation, and also agrees that the Assignment is effective at least as early as October 17, 2011, the earliest priority date of the Application(s).

Nov. 17, 2011
Date

Hugh Gates
Hugh Gates

State of North Carolina

County of Forsyth

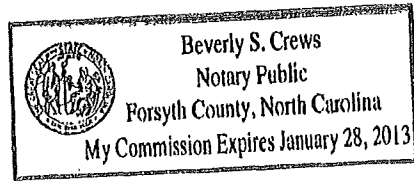
I, Beverly S Crews, a Notary Public for said County and State, do hereby certify that **Hugh Gates** personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 17 day of November, 2011.

(Official Seal)

Beverly S Crews
Notary Public

My commission expires 1/28/2013



Date 11/17/2011

Hung Phan
Hung Phan

State of North Carolina
County of Forsyth

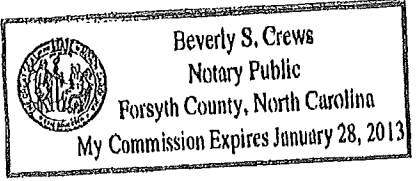
I, Beverly S Crews, a Notary Public for said County and State, do hereby certify that **Hung Phan** personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 17 day of November, 2011.

(Official Seal)

Beverly S Crews
Notary Public

My commission expires 1/28/2013



11-17-11
Date

Chris Campbell
Chris Campbell

State of North Carolina
County of Forsyth

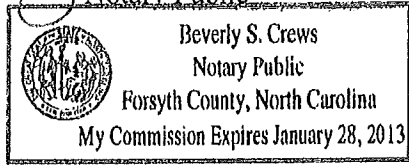
I, Beverly S Crews, a Notary Public for said County and State, do hereby certify that **Chris Campbell** personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 17 day of November, 2011.

(Official Seal)

Beverly S Crews
Notary Public

My commission expires 1/28/2013



11-17-2011
Date

David Hall
David Hall

State of North Carolina
County of Forsyth

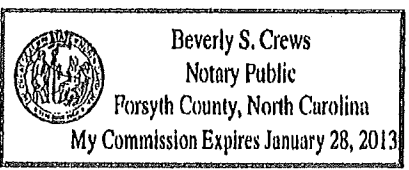
I, Beverly S Crews, a Notary Public for said County and State, do hereby certify that **David Hall** personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 17 day of November, 2011.

(Official Seal)

Beverly S Crews
Notary Public

My commission expires 1/28/2013



11/17/2011
Date

Gary Wood
Gary Wood

State of North Carolina

County of Forsyth

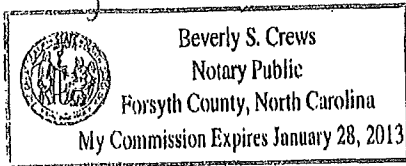
I, Beverly S Crews, a Notary Public for said County and State, do hereby certify that **Gary Wood** personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 17 day of November, 2011

(Official Seal)

Beverly S Crews
Notary Public

My commission expires 1/28/2013



11-17-11
Date

Reggie Thomas
Reggie Thomas

State of North Carolina
County of Forsyth

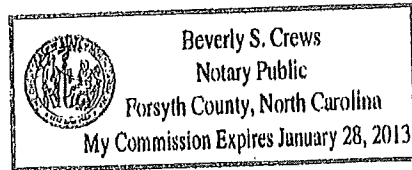
I, Beverly S. Crews, a Notary Public for said County and State, do hereby certify that **Reggie Thomas** personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 17 day of November, 2011.

(Official Seal)

My commission expires 1/28/2013

Beverly S. Crews
Notary Public



11-17-11
Date

Frank Brantley
Frank Brantley

State of North Carolina
County of Forsyth

I, Beverly S Crews, a Notary Public for said County and State, do hereby certify that **Frank Brantley** personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 17 day of November, 2011.

(Official Seal)

Beverly S Crews
Notary Public

My commission expires 1/28/2013

