

## PATENT ASSIGNMENT COVER SHEET

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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>
PATRICK JOSEPH CAMPBELL	11/03/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	TRIANGLE STRATEGY GROUP, LLC
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<b>City:</b>	RALEIGH
<b>State/Country:</b>	NORTH CAROLINA
<b>Postal Code:</b>	27612
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14145649
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<b>ATTORNEY DOCKET NUMBER:</b>	3051/4/4
<b>NAME OF SUBMITTER:</b>	GREGORY A. HUNT
<b>SIGNATURE:</b>	/Gregory A. Hunt/
<b>DATE SIGNED:</b>	11/07/2014
<b>Total Attachments: 3</b>	
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ASSIGNMENT

WHEREAS, I, Patrick Joseph Campbell of Raleigh, North Carolina (hereinafter "Assignor"), have invented certain new and useful improvements in METHODS, SYSTEMS, AND COMPUTER READABLE MEDIA FOR TRACKING CONSUMER INTERACTIONS WITH PRODUCTS USING MODULAR SENSOR UNITS (hereinafter "Invention") for which application for a U.S. Patent was made on December 31, 2013 as Serial No. 14/145,649 (hereinafter "Application").

AND, WHEREAS, Triangle Strategy Group, LLC, a limited liability company duly organized and existing under the laws of the state of Delaware, having its principal office and place of business at 6300 Creedmoor Road, Suite 170, #120, Raleigh, North Carolina 27612 (hereinafter "Assignee"), is desirous of acquiring an interest therein.

NOW, THEREFORE, To Whom It May Concern, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold and by these presents does hereby sell, assign, transfer and convey unto the Assignee, its successors and assigns, his entire right, title and interest in and to the Invention and Application, and in and to any and all foreign patent applications filed on the Invention, and in and to any and all continuations, continuations-in-part, or divisions thereof, and in and to any and all Letters Patent of the United States of America and all foreign countries or reissues thereof which may be granted therefor or thereon (hereinafter, "Patents"), for the full end of the term for which said Letters Patent may be granted, together with his right to claim the priority of the Application in all countries in accordance with the Paris Convention, the Patent Cooperation Treaty, or other agreement or national law under which priority can be claimed, the same to be held and enjoyed by said Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made. It is expressly agreed by both Assignor and Assignee that this Assignment fully conveys and

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transfers from Assignor to Assignee the right to sue for any and all patent infringement occurring prior to the date of this Assignment.

Assignor hereby requests that said Letters Patent be issued in accordance with this Assignment.

Assignor further covenants and agrees that, at the time of the execution and delivery of these presents, Assignor possesses the unencumbered right and authority to make this Assignment.

Assignor further covenants and agrees, and likewise bind his heirs, legal representatives and assigns, to promptly communicate to said Assignee or its representatives any facts known to him relating to the Invention, to testify and/or assist as requested by the Assignee in any interference or legal proceedings involving the Application, Patents, or Invention, including cooperating in any enforcement proceedings involving the Application, Patents, or Invention, to execute any additional papers which may be requested to confirm the right of the Assignee, its representatives, successors and assigns to secure patent or similar protection for the Invention in all countries and to vest in the Assignee complete title to the Invention and Letters Patent, without further compensation, but at the expense of said Assignee, its successors, assigns and other legal representatives.

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Executed this 3rd day of November 2014.

/Patrick Joseph Campbell/  
Patrick Joseph Campbell

Witnessed by:

\_\_\_\_\_  
Name Date

\_\_\_\_\_  
Name Date

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