

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
AMANDA BENSON	04/30/2015
GREGORY P. BENSON	05/01/2015
MELISSA SCHMIDT	04/29/2015
RECEIVING PARTY DATA	
Name:	GLENBROOK ASSOCIATES, INC.
Street Address:	2683 VIA DE LA VALLE
Internal Address:	SUITE G306
City:	DEL MAR
State/Country:	CALIFORNIA
Postal Code:	92104
PROPERTY NUMBERS Total: 3	
Property Type	Number
Application Number:	11784497
Application Number:	12685614
Application Number:	14312611
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ATTORNEY DOCKET NUMBER:	GLNBK.009C2
NAME OF SUBMITTER:	JOHN M. CARSON
SIGNATURE:	/John M. Carson/
DATE SIGNED:	05/08/2015

Total Attachments: 4

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ASSIGNMENT

WHEREAS, **Amanda Benson**, residing at Dalby, Sweden, **Gregory P. Benson**, residing at Rancho Santa Fe, California, and **Melissa Schmidt**, residing at San Diego, California (individuals hereinafter "ASSIGNORS") invented certain new and useful improvements, technology, inventions, developments, ideas, ornamental design or discoveries related to **SYSTEM AND METHOD FOR COLLECTING AND ACCESSING PRODUCT INFORMATION IN A DATABASE** (collectively hereinafter referred to as the "Work") for which applications for Letters Patent in the United States have been prepared for filing (identified above) with the United States Patent and Trademark Office (hereinafter the "Applications");

AND WHEREAS, **Glenbrook Associates, Inc.**, a California corporation, having an address at 2683 Via De La Valle, Suite G306, Del Mar, California 92104 (hereinafter the "ASSIGNEE"), desires to acquire the entire right, title, and interest in and to the Applications and the Work:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby acknowledge that ASSIGNORS have sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in the Application and the Work, including all provisional applications relating thereto (including but not limited to U.S. Provisional Application No. 60/789,362, filed April 5, 2006), and all nonprovisional applications (including but not limited to U.S. Application No. 11/784,497, filed April 5, 2007, U.S. Application No. 12/685,614, filed January 11, 2010, and U.S. Application No. 14/312,611, filed June 23, 2014) claiming priority thereto, including, all divisions, continuations, continuations-in-part, reissues, and reexaminations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and any related Letters Patent which may hereafter be granted or filed in any country or countries foreign to the United States, all extensions, renewals and reissues thereof; and ASSIGNORS hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all related Letters Patent to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND ASSIGNORS DO HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND ASSIGNORS DO HEREBY covenant and agree that ASSIGNORS will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNORS respecting the Work, and testify in any legal proceeding, assist in the preparation of any other provisional or non-provisional applications relating to the Application and the Work or any improvements made thereto, sign all lawful papers, authorize the filing of and execute and make all rightful oaths and/or declarations in connection with the Application and the Work including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Work in all countries.

Legal Name of inventor: Melissa Schmidt

Signature:



Date: 4/29/15

Signature before a Notary is desirable but not required.

A NOTARY PUBLIC OR OTHER OFFICER COMPLETING THIS CERTIFICATE
VERIFIES ONLY THE IDENTITY OF THE INDIVIDUAL WHO SIGNED THE
DOCUMENT TO WHICH THIS CERTIFICATE IS ATTACHED, AND NOT THE
TRUTHFULNESS, ACCURACY, OR VALIDITY OF THAT DOCUMENT.

STATE OF CALIFORNIA

ss.

COUNTY OF _____

On _____, before me, _____, notary public,
personally appeared Melissa Heller who proved to me on the basis of satisfactory evidence to
be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged
to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by
his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the
person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the
foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

Notary Signature

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