

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3582922

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	KEVIN HOWARD	10/20/2015
	GORDON DAVIDSON	10/20/2015
RECEIVING PARTY DATA		
Name:	INTERNET CONNECTIVITY GROUP, INC.	
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City:	ALISO VIEJO	
State/Country:	CALIFORNIA	
Postal Code:	92656	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	29542226
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<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>		
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ATTORNEY DOCKET NUMBER:	26FX-223888	
NAME OF SUBMITTER:	VICTORIA BORCHARD	
SIGNATURE:	/Victoria Borchard/	
DATE SIGNED:	10/22/2015	
	This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 2		
source=Declaration for Utility Patent Appl_Digital Signage Device_Executed#page1.tif		
source=Declaration for Utility Patent Appl_Digital Signage Device_Executed#page2.tif		

**DECLARATION (37 C.F.R. 1.63) FOR UTILITY PATENT APPLICATION USING AN
APPLICATION DATA SHEET (37 C.F.R. 1.76) AND ASSIGNMENT**

Title of Invention: **SYSTEMS AND METHODS FOR SERVING CONTENT TO
MERCHANDISING COMMUNICATION SYSTEMS BASED ON EXTERNAL EVENTS**

As a below named inventor, I hereby declare that:

This declaration is directed to the attached application, or (if following box is checked):

☒ [x] United States application number 29/542226 filed on October 12, 2015.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the application, including the claims.

I am aware of the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in 37 CFR Section 1.56.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

WHEREAS, the undersigned inventor(s) (hereinafter "Assignor"), has/have made an invention entitled **SYSTEMS AND METHODS FOR SERVING CONTENT TO MERCHANDISING COMMUNICATION SYSTEMS** disclosed in the above-identified patent application and further identified by the Attorney Docket Number provided in the header of this document, and

WHEREAS, INTERNET CONNECTIVITY GROUP, INC. (hereinafter "Assignee"), a corporation of California, having a place of business at 26940 ALISO VIEJO PKWY, STE 120, ALISO VIEJO, CA 92656, is desirous of acquiring the entire right, title and interest in and to the aforesaid invention, application and all Letters Patent of the United States or any foreign country, including continuations, continuations-in-part, reissues, reexaminations, extensions, substitutes, and divisions which may be granted therefor;

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the said Assignor, by these presents do sell, assign and transfer unto Assignee, its successors, legal representatives and assigns, the full and exclusive right in and to the said invention as described in the said application, and in and to any Letters Patent of the United States or any foreign country, including continuations, continuations-in-part, reissues, reexaminations, extensions, substitutes, and divisions which may be granted therefor and all rights to claim priority on the basis of said application; and I further grant to Assignee the sole right to sue and collect damages for past infringement;

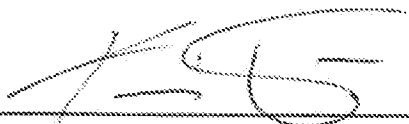
AND I HEREBY authorize and request the Commissioner of Patents and Trademarks or any other proper officer or agency of any country to issue all said Letters Patent to said Assignee;

AND I HEREBY warrant and covenant that I have the full right to convey the entire interest herein

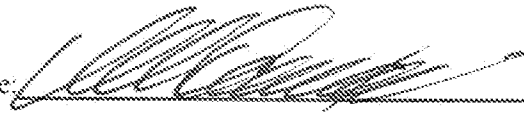
assigned and that I have not executed and will not execute any instrument or assignment in conflict herewith;

AND I HEREBY agree to communicate to said Assignee or its representatives any facts known to me respecting said invention, to execute all divisional, continuation, reissue, reexamination, extension, substitute, and foreign applications, sign all lawful documents and make all rightful oaths and declarations relating to said invention, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors, legal representatives or assigns, and to testify in any judicial or administrative proceeding and generally do everything possible to aid the said Assignee to obtain and enforce said Letters Patent in the United States or any foreign country when requested so to do by said Assignee.

(1) Legal Name of Inventor: Kevin Howard

Signature:  Date: 10/20/15

(2) Legal Name of Inventor: Gordon Davidson

Signature:  Date: 10/20/15