

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3597629

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	JOSEPH M. RAGO	10/29/2015
	NICHOLAS L. EBY	10/29/2015
RECEIVING PARTY DATA		
Name:	WALGREEN CO.	
Street Address:	104 WILMOT ROAD	
City:	DEERFIELD	
State/Country:	ILLINOIS	
Postal Code:	60015	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	14930380
CORRESPONDENCE DATA		
Fax Number:	(312)474-0448	
<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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Email:	docket@marshallip.com	
Correspondent Name:	MATTHEW R. CAREY	
Address Line 1:	233 SOUTH WACKER	
Address Line 2:	SUITE 6300	
Address Line 4:	CHICAGO, ILLINOIS 60606	
ATTORNEY DOCKET NUMBER:	29488/49903	
NAME OF SUBMITTER:	MATTHEW R. CAREY	
SIGNATURE:	/Matthew R. Carey/	
DATE SIGNED:	11/02/2015	
Total Attachments: 3		
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ASSIGNMENT

Serial No: 14/930,380

Filed: November 2, 2015

Title: SYSTEMS AND METHODS FOR IMPROVING A SHOPPING EXPERIENCE WITHIN A RETAIL STORE

NOW, THEREFORE, for good, valuable and legally sufficient consideration for each Assignor, the receipt of which is hereby acknowledged by all Assignors, said Assignors have sold, assigned, transferred and set over, and as demonstrated by this Assignment do sell, assign, transfer and set over unto WALGREEN CO., 104 Wilmot Road, Deerfield, Illinois 60015 and its successors and assigns ("Assignee"), the entire right, title and interest in and to the above-mentioned inventions, applications for Letters Patent, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor or thereon, and in and to any and all related provisionals, nonprovisionals, divisionals, continuations and continuation-in-parts, etc. of any such application, or reissues, reexaminations, renewals and extensions of said Letters Patent or Patents; and the full right to claim for any such applications all benefits and priority rights under any applicable convention, treaty or legislation, and the right of Assignee to sue and obtain relief, including damages, profits and an injunction, for any infringement occurring before or after issuance of said Letters Patent or Patents; the same to be held and enjoyed for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignors had this Assignment not been made.

Each of the undersigned states that the application listed above is or was made or authorized to be made by it. Each of the undersigned authorizes the attorneys of record in the application listed above to insert in this assignment the filing date and application number of the application listed above when officially known. Each of the undersigned believes it to be the original inventor or a joint inventor with another undersigned of a claimed invention in the application listed above. The undersigned acknowledges that any willful false statement made by it in this paragraph is punishable under 18 U.S.C. §1001 by fine or imprisonment of not more than five years, or both.

Except in favor of Assignee, each of the undersigned warrants that: (i) it is the owner of all its rights, titles and interests herein assigned and has the right to make this unconditional and irrevocable assignment to Assignee without obtaining any approval or permission of a third party; and (ii) there are no outstanding encumbrances, liens, prior assignments, licenses, or other obligations or restrictions on the rights, titles and interests herein assigned. The undersigned authorized the application listed above to be made.

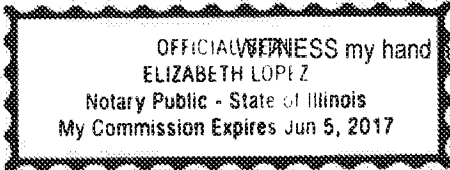
Upon the request of Assignee and at no expense to the undersigned, each of the undersigned hereby agrees to execute any and all applications on said inventions, including without limitation for the reissue, reexamination, supplementary protection certificate or extension thereof and any oath, declaration or affidavit relating thereto that said Assignee may deem necessary or expedient, and to cooperate to the best of the ability of the undersigned with and perform any and all affirmative acts requested by Assignee to prepare, file, prosecute, maintain, defend, enforce and vest in Assignee the rights, titles and interests assigned herein, including without limitation, preparing and executing statements and giving and producing evidence in support thereof, whereby said rights, titles and interests will be held and enjoyed by said Assignee to the full end of the term for which said patents may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment had not been made.

MARSHALL, GERSTEIN & BORUN LLP, 233 S. Wacker Drive, 6300 Willis Tower, Chicago, Illinois 60606-6357

WITNESS Joseph M. Rago with my hand this 29 day of October, 2015
Joseph M. Rago

State of Illinois
County of COOK

On this 29 day of October, 2015, before me, a Notary Public in and for the County and State aforesaid, appeared Assignor Joseph M. Rago, known to me personally or proved to me on the basis of satisfactory evidence to be the same person who appeared before me, and acknowledged that they executed said instrument as their free and voluntary act and for the uses and purposes therein expressed.



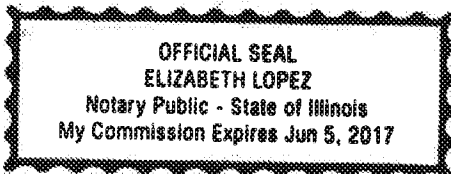
OFFICIAL SEAL
ELIZABETH LOPEZ
Notary Public - State of Illinois
My Commission Expires Jun 5, 2017

WITNESS my hand and seal the same day and year last above given. My commission expires Jun 05 2017
Elizabeth Lopez
Notary Public Signature

WITNESS Nicholas L. Eby with my hand this 29 day of October, 2015
Nicholas L. Eby

State of Illinois
County of COOK

On this 29 day of October, 2015, before me, a Notary Public in and for the County and State aforesaid, appeared Assignor Nicholas L. Eby, known to me personally or proved to me on the basis of satisfactory evidence to be the same person who appeared before me, and acknowledged that they executed said instrument as their free and voluntary act and for the uses and purposes therein expressed.



OFFICIAL SEAL
ELIZABETH LOPEZ
Notary Public - State of Illinois
My Commission Expires Jun 5, 2017

WITNESS my hand and seal the same day and year last above given. My commission expires Jun 05 2017
Elizabeth Lopez
Notary Public Signature

On behalf of Assignee,


Cary M. Pumphrey

Name

Senior Attorney, Intellectual Property, Walgreen Co.

Title

hereby confirms Assignee's acceptance of all rights, privileges, title and interests conveyed by this assignment.


Signature

10-30-15
Date