

<b>PATENT ASSIGNMENT COVER SHEET</b>
--------------------------------------

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3756739

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
AARON ROBERT BARTHOLOMEW	01/26/2015
WILLIAM HOGG	01/26/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	WAL-MART STORES, INC.
<b>Street Address:</b>	702 S.W. 8TH ST.
<b>City:</b>	BENTONVILLE
<b>State/Country:</b>	ARKANSAS
<b>Postal Code:</b>	72716
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15053780
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(408)288-7542
<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>	
<b>Phone:</b>	408-288-7588
<b>Email:</b>	uspto@stevenslawgroup.com
<b>Correspondent Name:</b>	STEVENS LAW GROUP
<b>Address Line 1:</b>	1754 TECHNOLOGY DRIVE, SUITE 226
<b>Address Line 4:</b>	SAN JOSE, CALIFORNIA 95110
<b>ATTORNEY DOCKET NUMBER:</b>	WLBV-02501
<b>NAME OF SUBMITTER:</b>	DAVID R. STEVENS
<b>SIGNATURE:</b>	/David R. Stevens/
<b>DATE SIGNED:</b>	02/25/2016
<b>Total Attachments: 3</b>	
source=Assignment_Executed#page1.tif	
source=Assignment_Executed#page2.tif	
source=Assignment_Executed#page3.tif	

## ASSIGNMENT

I, for good and valuable consideration, receipt of which is hereby acknowledged, have assigned and do hereby assign, which confirms any previous assignment by me or by operation of law, to Walmart Stores, Inc., a Delaware corporation, having its principal place of business at 702 Southwest 8<sup>th</sup> Street Bentonville, AR 72716, United States of America (“Assignee”), its successors, assigns, and legal representatives, the entire right, title, and interest, in and to all subject matter and improvements invented, made, or conceived by me and described in the application for patent entitled

<b>TRACKING AND ANALYZING MOBILE APPLICATION USER INTERACTIONS</b>
--

relating to the patent family of Walmart Reference No. 81194926; having Patent Application Number 62/126,361, filed February 27, 2015, and in and to all patent and all patent convention and treaty rights of all kinds, including the right to claim priority from said application, and all rights in and to any utility model, continuation, continuation-in-part, and divisional application therefrom, and any reissue or re-examination as to any patent issuing therefrom, in all countries throughout the world, for all such subject matter described therein, including all rights of action and rights to recover damages for past infringements.

I agree that on request and without further consideration, I will communicate to the Assignee or its representatives or nominees any facts known to me respecting the inventions and improvements and testify in any legal proceeding, make all rightful oaths, sign all lawful papers, and execute all instruments or documents required or requested for the making and prosecution of any applications of any type for patent, utility model, or other similar rights in all countries including, but not limited to, any provisional, non-provisional, continuation, continuation-in-part, divisional, renewal or substitute thereof, for any derivation proceedings relating thereto, and, as to any patents that issue from such applications, for any supplemental examination, derivation proceeding, opposition, post grant review, reissue, re-examination, *inter partes* review, or extension thereof, and generally do everything possible to aid the Assignee, its successors, assigns, and nominees to obtain and enforce proper patent protection for the invention and its improvements in all countries.

Legal Name of Inventor: <i>(Given names first, Family name last)</i>	Aaron Robert Bartholomew
Inventor's Signature:	<u>Aaron R. Bartholomew</u>
Date:	<u>January 26, 2015</u>
Inventor's Address:	14443 West State Highway 90 Noel, Missouri 64854 United States of America
Executed in my presence on this <u>26<sup>th</sup></u> day of <u>January</u> , 2015 by the aforementioned individual known to me to be the person named in this assignment.	
<u>Kris Page</u> First Witness (Signature)	<u>Bradley C. Starkenberg</u> Second Witness (Signature)
<u>Kris Page</u> First Witness Name (Typed or Printed)	<u>Bradley C. Starkenberg</u> Second Witness Name (Typed or Printed)

Legal Name of Inventor: <i>(Given names first, Family name last)</i>	William Hogg
Inventor's Signature:	<u>William Hogg</u>
Date:	<u>1-26-2015</u>
Inventor's Address:	15 Killdeer Rd Rogers, Arkansas 72756 United States of America
Executed in my presence on this <u>26</u> day of <u>JANUARY</u> , 2015	
by the aforementioned individual known to me to be the person named in this assignment.	
<u>[Signature]</u> First Witness <i>(Signature)</i>	<u>[Signature]</u> Second Witness <i>(Signature)</i>
<u>ISSA Abboud</u> First Witness Name <i>(Typed or Printed)</i>	<u>Gary Griggs</u> Second Witness Name <i>(Typed or Printed)</i>