

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT3868821

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
MICHAEL R. BROWN	10/27/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	AVERY DENNISON RETAIL INFORMATION SERVICES, LLC
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<b>State/Country:</b>	MASSACHUSETTS
<b>Postal Code:</b>	01581
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14801974
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(440)534-4773
<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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<b>Correspondent Name:</b>	AVERY DENNISON RETAIL INFORMATION SERVICES, LLC
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<b>ATTORNEY DOCKET NUMBER:</b>	6082-US
<b>NAME OF SUBMITTER:</b>	KIMBERLY A. FENNELL
<b>SIGNATURE:</b>	/Kimberly A. Fennell/
<b>DATE SIGNED:</b>	05/11/2016
This document serves as an Oath/Declaration (37 CFR 1.63).	
<b>Total Attachments: 3</b>	
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source=6082-US_MB_signed_10-27-2015#page3.tif	

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**INVENTOR'S DECLARATION AND ASSIGNMENT  
FOR PATENT APPLICATION**

Avery Dennison's Ref. No.: 6082-US

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**INVENTOR'S DECLARATION**

As a below named inventor, I hereby declare that:

This declaration is directed to:

- The attached application, or  
 United States Utility Application Number 14/801974 filed on July 17, 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 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.

**ASSIGNMENT**

In consideration of the sum of One Dollar (\$1.00) to me/us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned

**Michael R. BROWN**

do hereby acknowledge that I/we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer, and set over, unto Avery Dennison Retail Information Services, LLC, a Nevada limited liability company, with its principal place of business at 1700 W. Park Drive, Suite 400, Westborough, Massachusetts 01581 USA, and its successors, legal representatives and assigns (hereinafter "ASSIGNEE"), the entire right, title, and interest throughout the world, in and to any and all improvements which are disclosed in the application entitled

**System, Method, and Apparatus for Displaying Proprietary Information within Quick  
Response (QR) Code**

set forth in the application for the United States Letters Patent filed on July 17, 2015 and assigned Serial No. 14/801974, and all provisional and non-provisional applications relating

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thereto, and all divisions, renewals, substitutes, continuations and Convention applications based in whole or in part thereof, and any and all Letters Patents of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patents which may hereafter be filed for in any country or countries foreign to the United States, and all Letters Patents which may be granted for said inventions in any country or countries foreign to the United States and all extensions, renewals and reissues thereof, and every priority right that is or may be predicated upon or arise from said inventions, said applications and said Letters Patents.

And I/we hereby authorize ASSIGNEE, its successors, legal representative and assigns to file patent applications in any or all countries on any or all said inventions in the name of the undersigned or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable, under the International Convention or otherwise.

And I/we 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 Letters Patents for said inventions to ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

And I/we 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 Patents before or after issuance.

And I/we hereby covenant and agree that we will communicate to ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting the inventions, and testify in any legal proceeding, sign all lawful papers, execute all non-provisional, divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce patent protection for said inventions in all countries.

INVENTOR'S DECLARATION AND ASSIGNMENT  
FOR PATENT APPLICATION

Avery Dennison's Ref. No.: 6082-US

↪ In testimony whereof, I hereunto set my hand and seal this 27<sup>th</sup> day of October, 2015. ↩

ASSIGNOR

M. R. Brown ↩  
Michael R. Brown

Witnessed By:

↪ Signature: M. Cottington 27/10/15  
Print Name: M. COTTINGTON Date

↪ Signature: Hiren 27/10/15  
Print Name: HIREN Date