

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3880784

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	ERNEST JAMES DALE	09/17/2009
	BARBARA CLARK EICHENSER	09/17/2009
RECEIVING PARTY DATA		
Name:	INFORMATION PLANNING & MANAGEMENT SERVICE, INC.	
Street Address:	21592 ATLANTIC BOULEVARD	
Internal Address:	SUITE 110	
City:	STERLING	
State/Country:	VIRGINIA	
Postal Code:	20166	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	15159091	
CORRESPONDENCE DATA		
Fax Number:		
<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>		
Phone:	858-720-8900	
Email:	dmipdocketing@sheppardmullin.com	
Correspondent Name:	SHEPPARD MULLIN RICHTER & HAMPTON LLP	
Address Line 1:	12275 EL CAMINO REAL, SUITE 200	
Address Line 4:	SAN DIEGO, CALIFORNIA 92130	
ATTORNEY DOCKET NUMBER:	45SM-241734	
NAME OF SUBMITTER:	RICHARD HANNA	
SIGNATURE:	/ Richard Hanna /	
DATE SIGNED:	05/19/2016	
Total Attachments: 2		
source=45SM241734_Assignment#page1.tif		
source=45SM241734_Assignment#page2.tif		

ASSIGNMENT

WHEREAS, we, **Ernest James Dale**, a citizen of the United States of America, residing at 16115 Hamilton Station Road, Waterford, VA 20197; and **Barbara Clark Eichenser**, a citizen of United States of America, residing at 604 Hunton Place, Leesburg, VA 20176, (hereinafter "Assignors"), have made an invention entitled

"SYSTEM AND METHOD FOR MANAGING COMPLIANCE WITH RETAIL DISPLAY REGULATIONS ACROSS A PLURALITY OF JURISDICTIONS"

described in United States Patent Application submitted herewith, and

WHEREAS, **Information Planning & Management Service, Inc.** (hereinafter "Assignee"), a corporation of **Delaware**, having a place of business at **21592 Atlantic Boulevard, Suite 110, Sterling, Virginia 20166**, 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;

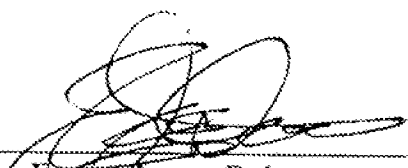
NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said Assignors, by these presents do sell, assign and transfer unto Assignee, its successors, legal representatives and assigns, the full and 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 we further grant to Assignee the sole right to sue and collect damages for past infringement;

AND WE 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 WE HEREBY warrant and covenant that we have the full right to convey the entire interest herein assigned and that we have not executed and will not execute any instrument or assignment in conflict herewith;

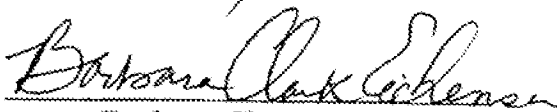
AND WE HEREBY agree to communicate to said Assignee or its representatives any facts known to us respecting said invention, to execute all divisional, continuation, reissue, reexamination, extension, substitute, and foreign applications, sign all lawful documents and make all rightful oaths and declarations 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.

Signature of Inventor:
Inventor's Name:


Ernest James Dale
9/17/2009

Date of Execution:

Signature of Inventor:
Inventor's Name:


Barbara Clark Eichenser
9/17/2009

Date of Execution: