

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT3885380

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the ASSIGNEE NAME TO INFORMATION PLANNING AND MANAGEMENT SERVICE INC. previously recorded on Reel 023248 Frame 0973. Assignor(s) hereby confirms the ASSIGNMENT.

## CONVEYING PARTY DATA

Name	Execution Date
INFORMATION PLANNING & MANAGEMENT SERVICE, INC.	05/23/2016

## RECEIVING PARTY DATA

<b>Name:</b>	INFORMATION PLANNING AND MANAGEMENT SERVICE INC.
<b>Street Address:</b>	21592 ATLANTIC BLVD.
<b>Internal Address:</b>	SUITE 110
<b>City:</b>	STERLING
<b>State/Country:</b>	VIRGINIA
<b>Postal Code:</b>	20166

## PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12561985

## CORRESPONDENCE DATA

## Fax Number:

*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.*

**Email:** dmipdocketing@sheppardmullin.com  
**Correspondent Name:** SHEPPARD MULLIN RICHTER & HAMPTON LLP  
**Address Line 1:** 12275 EL CAMINO REAL  
**Address Line 2:** SUITE 200  
**Address Line 4:** SAN DIEGO, CALIFORNIA 92130

<b>ATTORNEY DOCKET NUMBER:</b>	45SM-214545
<b>NAME OF SUBMITTER:</b>	RICHARD HANNA
<b>SIGNATURE:</b>	/Richard Hanna/
<b>DATE SIGNED:</b>	05/23/2016

## Total Attachments: 7

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source=214545\_12561985\_corrective assignment#page5.tif  
source=Declaration#page1.tif  
source=Declaration#page2.tif

TO:D. BENJAMIN ESPLIN / PILLSBURY COMPANY:1650 TYSONS BLVD.

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

**09/17/2009**  
**500965663**

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Ernest James Dale	09/17/2009
Barbara Clark Eichenser	09/17/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Information Planning & Management Service, Inc.
<b>Street Address:</b>	21592 Atlantic Boulevard
<b>Internal Address:</b>	Suite 110
<b>City:</b>	Sterling
<b>State/Country:</b>	VIRGINIA
<b>Postal Code:</b>	20166
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12561985
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(703)770-7901
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	703-770-7900
<b>Email:</b>	Ben.Esplin@pillsburylaw.com
<b>Correspondent Name:</b>	D. BENJAMIN ESPLIN / PILLSBURY
<b>Address Line 1:</b>	1650 Tysons Blvd.
<b>Address Line 4:</b>	MCLEAN, VIRGINIA 22102-4856
<b>ATTORNEY DOCKET NUMBER:</b>	037033-0366345
<b>NAME OF SUBMITTER:</b>	D. Benjamin Esplin
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

CH \$40.00 12561985

**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  
INFORMATION PLANNING AND MANAGEMENT SERVICE INC. RmH  
5/23/16

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;

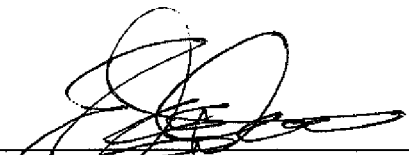
NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said Assignors, by these presents do sell, assign and transfer unto Assignee, its successors, legal representatives and assigns, the full and 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

Date of Execution:

9/17/2009  
\_\_\_\_\_

Signature of Inventor:  
Inventor's Name:

  
\_\_\_\_\_  
Barbara Clark Eichenser

Date of Execution:

9/17/2009  
\_\_\_\_\_

DECLARATION

I, Ernest J. Dale, a United States citizen over the age of 18, hereby declare that:

1. I am the President of Information Planning and Management Service Inc., a Delaware corporation, having an address of 21592 Atlantic Boulevard, Suite 110, Sterling, Virginia, 20166 ("IPMS") and am authorized to execute this Declaration on behalf of the IPMS.

2. The name of the Assignee was inadvertently listed in the assignments for the patent properties listed below as "Information Planning & Management Service, Inc.", in all cases replacing the word "and" with "&".

U.S. Pat. No. 7,287,001  
U.S. Pat. No. 8,626,613  
U.S. Pat. No. 8,762,212  
U.S. Pat. No. 8,836,990  
U.S. Pat. No. 8,885,204  
U.S. Pat. No. 8,970,893  
U.S. Pat. No. 8,910,864  
U.S. Patent App. Ser. No. 12/561,985  
U.S. Patent App. Ser. No. 14/160,005  
U.S. Patent App. Ser. No. 14/606,643  
U.S. Patent App. Ser. No. 14/148,609

3. At all times pre-dating the applications for the patent properties identified above and continuing to the present, IPMS was registered with the Delaware Secretary of State as Information Planning and Management Service Inc. No entity by the name of Information Planning & Management Service, Inc. existed on the filing date of any of these patent properties and continuing to the present day, as a corporate entity in Delaware.

4. Information Planning and Management Service Inc. has used the fictitious names "DBA EJ Caimen" and this was included in some of the assignment recordations for the above-referenced patent properties as well. Such dbas, however, are not part of the legal name of the owner of the above-listed patent properties.

5. IPMS requests that the assignment records of the USPTO be corrected to reflect the correct corporate name of the owner of the patent properties -- Information Planning and Management Service Inc.

6. All statements made herein are of my own knowledge and are true, and all statements made on information and belief are believed to be true.

7. These statements are made with the knowledge that willful false statements and the like are punishable by fine or imprisonment or both under § 1001 of Title 18 of the United States Code, and that such willful false statements and the like may jeopardize the validity of the Registrations.

Signed this 23 day of May, 2016.

**INFORMATION PLANNING AND MANAGEMENT SERVICE INC.**

By: [Signature]  
Title: President

STATE OF )  
)  
COUNTY OF )

ss:

I HEREBY CERTIFY that on this 23<sup>rd</sup> day of May 2016, before me, the undersigned Notary Public of the State of Virginia, personally appeared E Dale, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to within the instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

[Signature]

Notary Registration Number: 358923  
My Commission Expires: September 30, 2017

