

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MIKE MCGUIRE	12/13/2012
RECEIVING PARTY DATA	
Name:	ANDREWS DISTRIBUTING COMPANY, LLC
Street Address:	2730 IRVING BLVD.
City:	DALLAS
State/Country:	TEXAS
Postal Code:	75207
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15198803
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	53310-P001C1
NAME OF SUBMITTER:	JOHN SHERIDAN
SIGNATURE:	/John Sheridan/
DATE SIGNED:	07/08/2016
Total Attachments: 3	
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ASSIGNMENT

THIS ASSIGNMENT, by Mike McGuire (hereinafter Assignor), of 2730 Irving Blvd., Dallas, Texas 75207;

WHEREAS, Assignor has invented certain new and useful improvements in SYSTEM AND METHOD FOR PRODUCT OPTIMIZATION, set forth in a Patent application for Letters Patent of the United States, already filed on August 2, 2012 as U.S. Application No. 13/565,287; and

WHEREAS, Andrews Distributing Company, LLC, of 2730 Irving Blvd., Dallas, Texas 75207 (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to the inventions and the Application for Letters Patent of the United States, and in and to any Letters Patent of the United States to be obtained therefor and thereon.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is acknowledged, Assignor has sold, assigned, transferred and set over, and does sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and application for Letters Patent, and in and to any and all direct and indirect divisions, continuations and continuations-in-part of the application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefor and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under the International Convention for the Protection of Industrial Property, same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

AND for the same consideration, Assignor represents and warrants to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignor is the sole and lawful owner of the entire right, title and interest in and to the inventions and application for Letters Patent above-

mentioned, and that same are unencumbered and that Assignor has good and full right and lawful authority to sell and convey same in the manner set forth in this Assignment.

AND for the same consideration, Assignor covenants and agrees to and with Assignee, its successors, legal representatives and assigns, that Assignor will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, does advise: that any proceeding in connection with the inventions, or Patent application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for the inventions in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

AND Assignor requests the Commissioner of Patent and Trademarks to issue Letters Patent of the United States to Assignee, as Assignee of inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

AND Assignor hereby grants the following individuals the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document:

WINSTEAD PC

All practitioners at Customer Number 61060

AND Assignor acknowledges an obligation of assignment of this invention to Assignee at the time the invention was made.

12/13/12

Date



Mike McGuire

Witness:

Date