

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	MIKE BARRY	09/16/2014
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	SAFEWAY INC.	
<b>Street Address:</b>	5918 STONERIDGE MALL ROAD	
<b>City:</b>	PLEASANTON	
<b>State/Country:</b>	CALIFORNIA	
<b>Postal Code:</b>	94588-3229	
<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	
<b>Application Number:</b>	15263976	
<b>CORRESPONDENCE DATA</b>		
<b>Fax Number:</b>	(972)731-2289	
<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>	(972)731-2288	
<b>Email:</b>	dallaspatents@dfw.conleyrose.com	
<b>Correspondent Name:</b>	RODNEY B. CARROLL	
<b>Address Line 1:</b>	5601 GRANITE PARKWAY, SUITE 500	
<b>Address Line 4:</b>	PLANO, TEXAS 75024	
<b>ATTORNEY DOCKET NUMBER:</b>	4189-04201	
<b>NAME OF SUBMITTER:</b>	RODNEY B. CARROLL	
<b>SIGNATURE:</b>	/Rodney B. Carroll/	
<b>DATE SIGNED:</b>	10/07/2016	
<b>Total Attachments: 2</b>		
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source=ExecutedParentAssignment#page2.tif		

Attorney Docket: 4189-04200

PATENT

### ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, does hereby:

SELL, ASSIGN AND TRANSFER to **Safeway Inc.** (the "Assignee"), a corporation of the State of Delaware, having a place of business at **5918 Stoneridge Mall Road, Pleasanton, CA 94588-3229**, the entire right, title and interest for the United States and all foreign countries in and to any and all improvements which are disclosed in the application for United States Letters Patent, Patent Application Serial No. 14/465,708 filed August 21, 2014, entitled **"SYSTEMS AND METHODS OF GENERATING AND DISPOSING LABELS ON CONTAINERS,"** such application and all divisional, continuing, provisional, non-provisional, regular, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States (attorney is authorized to fill in the blanks when known);

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will (1) execute all divisional, continuing, provisional, non-provisional, regular, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) generally do everything possible which the Assignee shall consider desirable for vesting title to such improvements in the Assignee, and for securing, maintaining and enforcing proper patent protection for such improvements;

TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

Signature: *Mike Barry*  
Mike BARRY

Date: 9/16/2014

STATE OF CALIFORNIA

§  
§ ss.  
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COUNTY OF Alameda

On Sept. 16, 2014 before me, Caroline A. Erickson, personally appeared **MIKE BARRY**, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature Caroline A. Erickson

[SEAL]

