

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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EPAS ID: PAT4236668

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	AVERY DENNISON CORPORATION	01/20/2017
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	AVERY DENNISON RETAIL INFORMATION SERVICES LLC	
<b>Street Address:</b>	1700 WEST PARK DRIVE	
<b>Internal Address:</b>	SUITE 400	
<b>City:</b>	WESTBOROUGH	
<b>State/Country:</b>	MASSACHUSETTS	
<b>Postal Code:</b>	01581	
<b>PROPERTY NUMBERS Total: 1</b>		
	<b>Property Type</b>	<b>Number</b>
	Application Number:	14551270
<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>		
<b>Phone:</b>	440-534-6000	
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<b>Correspondent Name:</b>	AVERY DENNISON CORPORATION	
<b>Address Line 1:</b>	8080 NORTON PARKWAY, 22-D	
<b>Address Line 4:</b>	MENTOR, OHIO 44060	
<b>ATTORNEY DOCKET NUMBER:</b>	5332-US-D1	
<b>NAME OF SUBMITTER:</b>	KIMBERLY A. FENNELL	
<b>SIGNATURE:</b>	/Kimberly A. Fennell/	
<b>DATE SIGNED:</b>	01/23/2017	
<b>Total Attachments: 2</b>		
source=5332-US_ADC_to_ADRIS_Assignment_Filed_01-20-2017#page1.tif		
source=5332-US_ADC_to_ADRIS_Assignment_Filed_01-20-2017#page2.tif		

## ASSIGNMENT

WHEREAS, Avery Dennison Corporation, a corporation of Delaware, its principal place of business being at 207 Goode Avenue, Glendale, California 91203, United States, hereinafter referred to as "ASSIGNOR", did obtain the entire, undivided right, title, and interest in certain patent Application(s), granted patents, and other intellectual property ("Application(s)");

WHEREAS, ASSIGNOR is the sole owner of said Application(s);

WHEREAS, ASSIGNOR is desirous of assigning the entire, undivided, right, title, and interest in and to the Application(s) identified below:

US Application No. 13/048,957 filed March 16, 2011, US Patent No. 8,917,214 issued on December 23, 2014

WHEREAS, Avery Dennison Retail Information Services, LLC, a Nevada limited liability company, its principal office being at 1700 West Park Drive, Suite 400, Westborough, Massachusetts 01581, United States, hereinafter referred to as "ASSIGNEE", is desirous of acquiring the sole, undivided, right, title, and interest throughout the world, in, to, and under said Application(s) and patent rights therefore;

WHEREAS, the parties desire to have a recordable instrument assigning the entire right, undivided, right, title, and interest in and to said Application(s) and any additional patent Application(s) or patents that are directly related to the Application(s) that may be applied for and/or granted throughout the world, all foreign national and/or regional Application(s);

And ASSIGNOR hereby authorizes ASSIGNEE, its successors, legal representative and assigns to file patent Application(s) claiming priority to one or more of the Application(s) in any or all countries 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 ASSIGNOR authorizes and requests any Official of any country or countries foreign to the United States, whose duty it is to issue patents on Application(s) as aforesaid, to issue all Letters Patents for said Application(s) to ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

And ASSIGNOR hereby sells, assigns, transfers, and conveys 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 ASSIGNOR hereby covenants and agrees that they will communicate to ASSIGNEE, its successors, legal representatives and assigns, any facts known with respect to the

Application(s), and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue Application(s), 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 Application(s) in all countries.

EVERY DENNISON CORPORATION



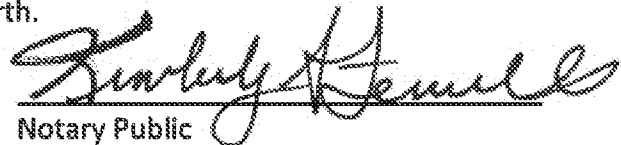
Date: 1/20/17

By: Michael C. Maier

Capacity: SR. Group & IP Counsel

STATE OF OHIO                    )  
  )ss.  
COUNTY OF LAKE                )

The above named Michael C. Maier, known to me, appeared before me this 20th day of January 2017, and acknowledged that the foregoing instrument was executed as his free act and deed for the uses and purposes therein set forth.

  
Notary Public

(Notarial Seal)

My commission expires: \_\_\_\_\_



KIMBERLY A. FENNEL  
NOTARY PUBLIC, STATE OF OHIO  
RECORDED IN PORTAGE COUNTY  
MY COMMISSION EXPIRES  
FEBRUARY 8, 2018