

<b>PATENT ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT4549447

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
TECHNI LLC	10/13/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	STOREEXPERTS, INC.
<b>Street Address:</b>	700 S. AIRPORT BLVD.
<b>Internal Address:</b>	SUITE 260
<b>City:</b>	BURLINGAME
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94010
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15230271
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(415)576-0300
<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>	
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<b>Address Line 4:</b>	SAN FRANCISCO, CALIFORNIA 94111
<b>ATTORNEY DOCKET NUMBER:</b>	098563-1017582
<b>NAME OF SUBMITTER:</b>	SHELLEY REAMES
<b>SIGNATURE:</b>	/Shelley Reames/
<b>DATE SIGNED:</b>	08/14/2017
<b>Total Attachments: 2</b>	
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## ASSIGNMENT

WHEREAS, TECHNI, LLC, of Burlingame, California, (hereinafter referred to as "Assignors"), own certain inventions described as follows:

Patent and/or Patent Application Title	Serial Number	Filing/Issue Date
Variable Planform Shelving System (United States)	8,950,602	January 26, 2012, issued February 10, 2015
Variable Planform Shelving System (United States)	14/341,675	July 25, 2014
Variable Planform Shelving System (Australia)	2013211836	January 28, 2013
Variable Planform Shelving System (Brazil)	1120140183848	January 28, 2013
Variable Planform Shelving System (Canada)	2,861,087	January 28, 2013
Variable Planform Shelving System (China)	201380006743.3	January 28, 2013
Variable Planform Shelving System (European Patent Office)	13704667.8	January 28, 2013
Variable Planform Shelving System (Hong Kong)	15105225.9	January 28, 2013
Variable Planform Shelving System (Israel)	233590	January 28, 2013
Variable Planform Shelving System (India)	6379/CHENP/2014	January 28, 2013
Variable Planform Shelving System (Japan)	2014-554929	January 28, 2013
Variable Planform Shelving System (Korea)	10-2014-07021040	January 28, 2013
Variable Planform Shelving System (Mexico)	MX/1/2014/00/9072	January 28, 2013

Arranging a Store in Accordance with Data Analytics (United States)	62/063,903	October 14, 2014
Center Store Arrangement for Retail Markets	14/475,243	September 2, 2014

(hereinafter referred to as "Patent Property"); and

WHEREAS, STOREEXPERTS, INC., of 700 S. Airport Blvd., Suite 260, Burlingame, California, 94010 (hereinafter referred to as "Assignee"), is desirous of acquiring the entire right, title, and interest in, to and under the Patent Property.

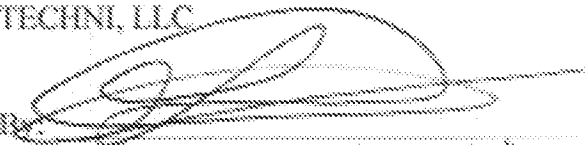
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors assign and transfers to the Assignee and the Assignee's legal representatives, successors, and assigns the full and exclusive rights in, to, and under the Patent Property as well as any reissue or reexamination thereof. Assignors authorize and request the U.S. Patent and Trademark Office to issue any such reissue or reexamination to the Assignee in accordance with the terms of this Assignment.

ASSIGNORS DO HEREBY COVENANT and agree with the Assignee that they will not execute any writing or do any act conflicting with the terms of the Assignment and that Assignors will, upon request and at Assignee's expenses, execute such additional documents and do such additional acts as may be necessary to perfect the Assignee's enjoyment of this Assignment.

IN WITNESS WHEREOF, Assignors has hereunder set its hand on the date shown below.

TECHNI, LLC

Date: 10-13-15

By:   
Print Name: George Fournighis  
Title: President

IN WITNESS WHEREOF, Assignee has hereunder set their hands on the dates shown below.

STOREEXPERTS, INC

Date: 10-13-15

By:   
Print Name: George Fournighis  
Title: President

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