

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT4882457

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| BRIAN G. MCHALE | 01/27/2018 |
| RECEIVING PARTY DATA | |
| Name: | WAL-MART STORES, INC. |
| Street Address: | 702 SOUTHWEST 8TH STREET |
| City: | BENTONVILLE |
| State/Country: | ARKANSAS |
| Postal Code: | 72716 |
| PROPERTY NUMBERS Total: 2 | |
| Property Type | Number |
| Application Number: | 62129726 |
| Application Number: | 15060953 |
| CORRESPONDENCE DATA | |
| Fax Number: | |
| <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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| Correspondent Name: | JENNIFER SUAREZ |
| Address Line 1: | 120 SOUTH LASALLE STREET |
| Address Line 2: | SUITE 2100 |
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| ATTORNEY DOCKET NUMBER: | 8842-134158-US (587US02) |
| NAME OF SUBMITTER: | JENNIFER SUAREZ |
| SIGNATURE: | /Jennifer V. Suarez/ |
| DATE SIGNED: | 03/23/2018 |
| Total Attachments: 2 | |
| source=587US01_134158_Executed Assignment#page1.tif | |
| source=587US01_134158_Executed Assignment#page2.tif | |

ASSIGNMENT

I, for good and valuable consideration, receipt of which is hereby acknowledged, a named inventor and owner of at least certain actual or potential rights under UK or EU law in the following invention (“Assignor”), and by virtue of a corporate assignment to Wal-Mart Stores, Inc. by Assignor’s employer or principal, ASDA Stores Limited, an affiliate or subsidiary of Wal-Mart Stores, Inc. of ASDA’s entire right and interest as employer or principal of Assignor in the named invention, do hereby assign one hundred percent (100%) of my right, title, and interest in the invention, if any, and by virtue of any previous assignment by me or by operation of law, to Wal-Mart Stores, Inc., a Delaware corporation, having its principal place of business at 702 Southwest 8th Street, Bentonville, AR 72716, United States of America (“Assignee”), its successors, assigns, and legal representatives, the entire right, title, and interest, in and to all subject matter and improvements invented, made, or conceived by me and described in the applications for patent entitled

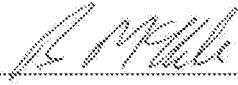
SHOPPING FACILITY ASSISTANCE SYSTEMS, DEVICES AND METHODS

relating to the patent family of Walmart Reference No. 587US01; having Patent Application Number 62/129,726, filed March 6, 2015, and Patent Application Number 15/060,953, filed March 4, 2016 and International Application Number PCT/US2016/020919, filed March 4, 2016, in and to all patent and all patent convention and treaty rights of all kinds, including the right to claim priority from said application, and all rights in and to any utility model, continuation, continuation-in-part, and divisional application therefrom, and any reissue or re-examination as to any patent issuing therefrom, in all countries throughout the world, for all such subject matter described therein, including all rights of action and rights to recover damages for past infringements.

I agree that on request and without further consideration, I will communicate to the Assignee or its representatives or nominees any facts known to me respecting the inventions and improvements and testify in any legal proceeding, make all rightful oaths, sign all lawful papers, and execute all instruments or documents required or requested for the making and prosecution of any applications of any type for patent, utility model, or other similar rights in all countries including, but not limited to, any provisional, non-provisional, continuation, continuation-in-part, divisional, renewal or substitute thereof, for any derivation proceedings relating thereto, and, as to any patents that issue from such applications, for any supplemental examination, derivation proceeding, opposition, post grant review, reissue, re-examination, *inter partes*

Walmart Reference No. 587US01
Attorney Docket 8842-134158-USPR
Walmart Reference No. 587US02
Attorney Docket 8842-134158-US
Walmart Reference No. 587WO01
Attorney Docket 8842-134158-WO

review, or extension thereof, and generally do everything possible to aid the Assignee, its successors, assigns, and nominees to obtain and enforce proper patent protection for the invention and its improvements in all countries.

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|-------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Legal Name of Inventor: <i>(Given names first, Family name last)</i> | Brian G. McHale |
| Inventor's Signature: |  |
| Date: | 27 Jan 2018 |
| Inventor's Address: | 13 Edgeware Road Chadderton Oldham, OL9 9PU United Kingdom |