

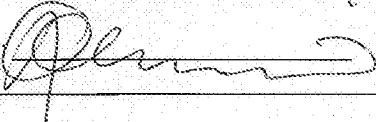
PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4915787

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	HERB SORENSEN	04/07/2017
RECEIVING PARTY DATA		
Name:	SHOPPER SCIENTIST LLC	
Street Address:	1015 SE NORTHWAY RD.	
City:	CORBETT	
State/Country:	OREGON	
Postal Code:	97019	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	15953272	
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>		
Phone:	503-595-7300	
Email:	patentdocket@allemanhall.com	
Correspondent Name:	ALLEMAN HALL CREASMAN & TUTTLE LLP	
Address Line 1:	900 SW 5TH AVENUE	
Address Line 2:	SUITE 2300	
Address Line 4:	PORTLAND, OREGON 97204	
ATTORNEY DOCKET NUMBER:	SHP17302	
NAME OF SUBMITTER:	ANTHONY D. PHILLIPS	
SIGNATURE:	/Anthony D. Phillips/	
DATE SIGNED:	04/13/2018	
	This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 1		
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**DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION
USING AN APPLICATION DATA SHEET (37 CFR 1.76) WITH ASSIGNMENT**

Title of Invention:	SHOPPING TIME ALLOCATED TO PRODUCT EXPOSURE IN A SHOPPING ENVIRONMENT
As the below named inventor, I hereby declare that:	
This declaration is directed to:	<input checked="" type="checkbox"/> The attached application, or <input type="checkbox"/> United States application or PCT international application number _____ filed on _____;
The above-identified application was made or authorized to be made by me.	
I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.	
I authorize the attorneys and agents associated with Customer Number 145327 to insert the filing date, application number, and attorney docket number of the above identified application when known.	
I hereby acknowledge that any willful false statement made in the above declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.	
<p>WHEREAS, Shopper Scientist LLC, ("ASSIGNEE"), an Oregon Limited Liability Company, having its principal place of business at 1015 SE Northway Rd., Corbett, OR 97019, is desirous of acquiring an interest therein;</p> <p>NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I have sold, assigned, and transferred, and by these presents do sell, assign, and transfer unto ASSIGNEE, the full and exclusive right to the above-identified invention in the United States and its territorial possessions and in all foreign countries, and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States and its territorial possessions and in any and all foreign countries, and in and to any and all divisions, reissues, continuations and extensions thereof.</p> <p>I hereby authorize and request the Patent Office officials in the United States and any and all foreign countries to issue any and all of said Letters Patent, when granted, to ASSIGNEE, as the ASSIGNEE of my entire right, title and interest in and to the same, for the sole use of the ASSIGNEE, its successors and assigns.</p> <p>Further, I agree that I will communicate to ASSIGNEE, or its representatives, any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitution, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letters Patent to be issued to ASSIGNEE, make all rightful oaths and generally do everything possible to aid ASSIGNEE, its successors and assigns, to obtain and enforce proper protection for said invention in the United States and in any and all foreign countries.</p>	
LEGAL NAME OF INVENTOR	
Inventor: <u>Herb Sorensen</u>	Date: <u>4-7-2017</u>
Signature: 	
ATTY DOCKET NO.: SHP17301	