

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT5071100

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BARTLEY J. MADDEN	04/13/2018
RECEIVING PARTY DATA	
Name:	THE BARTLEY J. MADDEN FOUNDATION
Street Address:	16391 VIANSA WAY
Internal Address:	UNIT 302
City:	NAPLES
State/Country:	FLORIDA
Postal Code:	34110
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16047305
CORRESPONDENCE DATA	
Fax Number:	(312)474-0448
<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:	3124746300
Email:	DOCKET@MARSHALLIP.COM
Correspondent Name:	MARSHALL, GERSTEIN & BORUN LLP
Address Line 1:	233 S. WACKER DRIVE
Address Line 2:	SUITE 6300
Address Line 4:	CHICAGO, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	32725/51923-CON1
NAME OF SUBMITTER:	LAUREN VILLARREAL
SIGNATURE:	/Lauren Villarreal/
DATE SIGNED:	07/27/2018
Total Attachments: 3	
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ASSIGNMENT

Appl. No.: 15/953,187

Filed: April 13, 2018

Title: Systems and Methods Regarding Point-of-Recognition Optimization of Onsite User Purchases at a Physical Location

For good and valuable consideration, the receipt and sufficiency of which are hereby agreed, Bartley J. Madden ("Assignor") agrees to assign and hereby does assign to The Bartley J. Madden Foundation, 16391 Viansa Way, Unit 302, Naples, Florida 34110 ("Assignee") all rights, title, and interests in and to the inventions that are disclosed in the application listed above (the "Application") including, but without limitation, all rights:

- (i) in and to the Application and all other applications anywhere in the world that have been or may be filed on said inventions and/or naming Assignor as an inventor of said inventions,
- (ii) in and to all patents issuing on any of the foregoing,
- (iii) in and to all reissues, reexaminations, supplemental examinations, inter partes reviews, oppositions, post-grant reviews, supplementary protection certificates, and/or extensions of any of the foregoing,
- (iv) to bring suit, the right to claim and retain all damages and/or seek other remedies for the past, present, and future infringement and/or misappropriation of any of the foregoing, and
- (v) of priority including, but without limitation, the right to claim priority benefit of or to the Application and all of the foregoing.

Assignor requests the Commissioner for Patents in the United States and similar authorities outside the United States to issue said patents to and in the name of Assignee or its designee. Assignor authorizes the attorneys of record in the application to insert in this assignment the filing date and application number of the Application when officially known. Assignor:

(a) declares: (1) The application was made or authorized to be made by me, (2) I believe myself, as a named inventor, to be the original inventor or an original joint inventor of a claimed invention in the Application and I understand that any willful false statement made by me in this paragraph is punishable under 18 U.S.C. §1001 by fine or imprisonment of not more than five years, or both;

(b) warrants except in favor of Assignee: (1) Assignor is the owner of all its rights, title and interests herein assigned and has the right to make this unconditional and irrevocable assignment to Assignee without obtaining any approval or permission of a third party; and (2) there are no outstanding

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encumbrances, liens, prior assignments, licenses, or other obligations or restrictions on the rights, title and interests herein assigned; and

(c) agrees to execute, upon the request of Assignee or its designee at no expense to Assignor, all applications or documents related to the inventions including, but without limitation, any oath, declaration, or affidavit relating thereto that Assignee may deem necessary or expedient, and to fully cooperate with Assignee and/or its designee to perform all affirmative acts requested to prepare, file, prosecute, maintain, defend, enforce, and vest in Assignee the rights, title, and interests assigned herein whereby said rights, title and interests will be held and enjoyed by Assignee or its designee to the full end of the term for which the intellectual property rights herein may be available as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made.

WITNESS my hand this 13 day of APRIL, 2018.

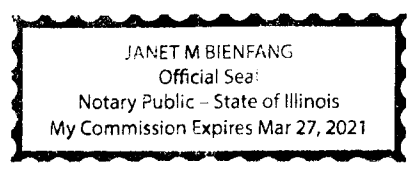
State of ILLINOIS
County of DUPAGE

Bartley J. Madden
Bartley J. Madden

On this 13th day of April, 2018, before me, a Notary Public in and for the County and State aforesaid, appeared Bartley J. Madden, known to me personally or proved to me on the basis of satisfactory evidence to be the same person whose name is subscribed to the foregoing instrument and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: 3-27-21 Janet M Bienfang
Notary Public



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