

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
RIDA E. MOUSTAFA	06/07/2017
JUSTIN MICHAEL HIGHAM	06/01/2017
LLOYD ANDREW LANCELOT	06/02/2017
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: 1	
Property Type	Number
Application Number:	15995333
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NAME OF SUBMITTER:	KATHRYN A. BECKER
SIGNATURE:	/KATHRYN A. BECKER/
DATE SIGNED:	09/05/2018
Total Attachments: 2	
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source=Assignment_InventorstoWMSI#page2.tif	

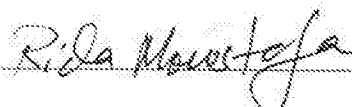
ASSIGNMENT

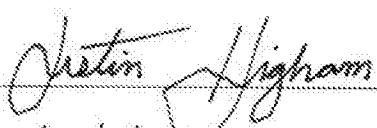
I, for good and valuable consideration, receipt of which is hereby acknowledged, have assigned and do hereby assign, which confirms any previous assignment by me or by operation of law, to Wal-Mart Stores, Inc., a Delaware corporation, having its principal place of business at 702 Southwest 8th Street, 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 application for patent entitled

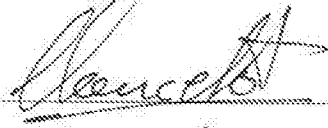
SYSTEMS AND METHODS FOR GENERATING OPTIMIZED MARKET PLANS

relating to the patent family of Walmart Reference No. 1117US01; having Patent Application Number 62/513,547, filed June 1, 2017, and 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* 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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