

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SHELFBUCKS, INC.	07/10/2019
RECEIVING PARTY DATA	
Name:	CAC, LLC
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State/Country:	CALIFORNIA
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17376848
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NAME OF SUBMITTER:	SUNJEEV S. SIKAND
SIGNATURE:	/Sunjeev S. Sikand/
DATE SIGNED:	07/18/2021
Total Attachments: 6	
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PATENT ASSIGNMENT
(Shelfbucks to CAC)

This Patent Assignment (“Assignment”) is made by and between **SHELFBUCKS, INC.**, a Delaware corporation (“Assignor”), and **CAC, LLC**, an Illinois limited liability company (“Assignee”), whose address is 4350 La Jolla Village Dr., Suite 320, San Diego, CA 92122.

Recitals

A. Assignor, as borrower, and Assignee, as a lender/investor and Representative for other lenders/investors, are parties to that certain Convertible Note Purchase And Security Agreement dated as of November 19, 2018 (“CNPSA”). Pursuant to the CNPSA, Assignor granted to Assignee, in its capacity as Representative under the CNPSA, a security interest in and to, among other things, all of the Patents, then owned by Assignor, and described in **Exhibit A** hereto (collectively, the “Shelfbucks Patents”).

B. Assignor subsequently defaulted under the CNPSA. On July 9, 2019, after giving due notice thereof, Assignee, in its capacity as Representative under the CNPSA, conducted an Article IX foreclosure sale of, among other things, the Shelfbucks Patents. At the foreclosure sale, Assignee acquired by credit bid the Shelfbucks Patents, among other assets, in its capacity as Representative for the holders of Notes issued under the CNPSA.

C. Pursuant to Section 7(b)(v) of the CNPSA, Assignor designated Assignee as Assignor’s Attorney In Fact to, among other things, “prepare and file financing statements, continuation statements, statements of assignment, termination statements, and the like, ...” Accordingly, pursuant to the powers granted to it under the CNPSA as Attorney In Fact for Assignor, Assignee enters into this Agreement on behalf of Assignor for the purpose of assigning the Shelfbucks Patents from Assignor to Assignee, for Assignee to hold on behalf of the holders of Notes issued under the CNPSA.

Agreement

NOW, THEREFORE, in accordance with the obligations to assign the Shelfbucks Patents and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor agrees to the foregoing and as follows:

1. The Assignor does and will sell, assign and transfer to Assignee, all of Assignor's rights, title, and interest in and to each of the Shelfbucks Patents, including, without limitation, the rights to file foreign applications directly in the name of the Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties, or otherwise.

2. The Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, Assignor and Assignor's legal representatives and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing, or enforcing each of the Shelfbucks Patents in the United States and throughout the world, and for perfecting, recording, or maintaining the title of Assignee, and Assignee's successors and assigns, in and to each of the Shelfbucks Patents in the United States and throughout the world. In the event that Assignee is unable for any reason to secure any of the Assignors' signatures to any document that may be necessary or desirable for obtaining, sustaining, reissuing, or enforcing each of the Shelfbucks Patents in the United States and throughout the world, or for perfecting, recording, or maintaining the title of Assignee, and Assignee's successors and assigns, in and to each of the Shelfbucks Patents in the United States and throughout the world, each such Assignor hereby irrevocably designates and appoints Assignee and Assignee's duly authorized officers and agents as such Assignor's agents and attorneys-in-fact to act for and on such Assignor's behalf and instead of such Assignor to execute such document, all with the same legal force and effect as if executed by such Assignor.

3. The Assignor represents and warrants that such Assignor has not granted and will not grant to others either (1) any rights, title or interest in and to any of the Shelfbucks Patents, or (2) any rights inconsistent with the rights granted herein.

4. The Assignor authorizes and requests the Assistant Commissioner for Patents of the United States and the various counterparts thereof throughout the world to issue and/or grant any Letters Patent granted for each of the Shelfbucks Patents to Assignee, its successors and assigns, as the assignee of the entire interest in such Shelfbucks Patents.

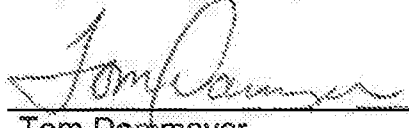
5. This Assignment constitutes the entire agreement with respect to its subject matter and supersedes all prior or contemporaneous oral or written agreements concerning such subject matter. No waiver, amendment, or modification of this Assignment shall be effective against the Assignee, unless in writing executed by a duly authorized representative of the Assignee. This Assignment shall be governed in all respects by the laws of the United States of America and by the laws of the state/province of California, as such laws are applied to agreements entered into and to be performed entirely within California between California residents. Each of the parties irrevocably consents to the exclusive personal jurisdiction of the federal and state courts located in California, as applicable, for any matter arising out of or relating to this Assignment, except that in any action seeking to enforce any order or any judgment of such federal or state courts located in California, such personal jurisdiction shall be nonexclusive. A breach of any of the promises or agreements contained herein will result in irreparable and continuing damage to Assignee for which there will be no adequate remedy at law, and Assignee shall be entitled to injunctive relief and/or a decree of specific performance, and such other relief as may be proper.

In witness of this assignment, the authorized representatives of Assignor and Assignee have executed this Assignment as of the 10 July, 2019.

Assignor:


SHELFBUCKS, INC.

By: CAC, LLC
Its: Attorney In Fact

Signature: 
By: Tom Dammeyer
Title: ~~Managing Member~~
President, CAC LLC

Assignee:

CAC, LLC

Signature: 
By: Tom Dammeyer
Title: President, CAC LLC

Patent Summary-SBUX to SECURED/CAC

Patents Pending

<u>Source</u>	<u>Date Claimed</u>	<u>Content</u>	<u>Value to Starbucks</u>	<u>Status</u>
SB	2/1/13	<u>14183,116</u> - Shelf to Consumer Platform	Establishes SB notion of direct commercial messages to consumers whilst enabling consumers to control or influence if and when messages are received, as well as the content of the messages	Published, Office Actions underway
	2/1/13	<u>13 Nonprovisional (utility) applications claiming priority to 3 provisionals filed: "Systems & Methods for Dynamically Transmitting Content to Potential Customers" (initially 02/160,949)</u>	Use of BLE to establish unprecedented levels of communication with customers, retailers, and CPG's about the value and status of merchandising programs, to provide consumers with context-sensitive messages based on interest and consent	Created from provisional filing to establish early filing date for subsequent applications
	2/2/13	<u>15153,142</u> - ENGAGEMENT WITH MOBILE DEVICE (mistakenly labeled 15/153,204)		
	2/1/13	<u>15153,135</u> - Systems & methods for dynamically transmitting content to potential customers		ROA filed 1/14/19
	2/1/13	<u>15153,204</u> - Systems & methods for POP display and wireless beacon engagement with mobile devices		Published 1/19/17 as 15/153,142 (2017-0017994-A1); ROA filed 12/14/14
	2/1/13	<u>15153,155</u> - Systems & methods for POP display and wireless beacon execution with wireless network gateways		Filed as 15/153,155; ROA filed 12/20/18
	2/1/13	<u>15153,163</u> - Systems & methods for energy conservation in POP displays with wireless beacons		Published 1/19/17 as 15/153,163 (2017-0017290-A1); ROA filed 12/13/18
	2/1/13	<u>15153,173</u> - Systems & methods for activity measurement around POP displays with wireless beacons		Published 1/19/17 as 15/153,173 (2017-0018005-A1); ROA filed 12/13/18
	2/1/13	<u>15153,186</u> - Systems & methods for external environment detection and operation for POP displays with wireless beacons		Filed as 15/153,186; ROA filed 1/7/19
	2/1/13	<u>15248,057</u> - System & methods for determining location of POP displays with wireless beacons using mobile applications on mobile devices		Published 1/19/17 as 15/248,057 (2017-0018006-A1); ROA filed 2/15/19
	2/1/13	<u>15248,063</u> - System & methods for determining location of POP displays with wireless beacons using time-based interactions with mobile devices		Filed as 15/248,063; ROA filed 2/5/19
	2/1/13	<u>15433,324</u> - POP displays and wireless beacon based systems & methods for transmitting content to potential customers		CIP of 15/153,135
	2/15/17	Continuation in Part (CIP) of <u>15153,135</u>	Additional detail provided	
	10/5/17	<u>15726,108</u> - Geofencing with wireless beacon based consumer product marketing	Location-based marketing messages using BLE	Published
	10/5/17	<u>15726,117</u> - Image processing for retail displays with wireless beacons	Provide a mobile device with up-to-date content associated with the POP displays. Additionally, one or	Published
	10/5/17	<u>15726,126</u> - Local data acquisition for retail displays with wireless beacons	Monitoring consumer exposure to display presence	Published
	10/5/17	<u>15726,132</u> - Assessing state information for retail displays	Mapping beacons to stock rooms vs. retail selling floor	Published
	10/5/17	<u>15726,138</u> - Assessing and reporting in-store recycling of wireless beacon components used with retail displays	Much higher accuracy for reporting beacon recycling activity, and differentiating beacons stored for recycling from beacons on active programs stored in stock rooms	Published
	10/5/17	<u>15726,143</u> - Analyzing movement of wireless beacons associated with retail displays	Display location tracking	Published
	10/5/17	<u>15726,146</u> - Analyzing movement of data collectors/gateways associated with retail displays	Display and in-store infrastructure movement at retail	Published
	5/15/18	<u>15880,345</u> - Wireless beacons based on systems utilizing printable circuits	Copackers "marry" ID's (and batteries) with pre-printed circuits; very inexpensive, much lower risk of human error	Published
	5/15/18	<u>15880,354</u> - Pressure-sensitive device for product tracking on product shelves	Pressure-sensitive mats for use on shelf or in displays	Published
	5/15/18	<u>15880,365</u> - Systems and methods for tracking products transported in shipping containers	Camera w/ totes containing beacons and lid-sensing switch; particularly useful for pharmacy application regarding controlled substances	Published
	3/7/18	<u>16294,443</u> - System for identifying & locating products, providing environmental index for near & relevant products	Provide consumers with context and timely relevant messages, such as allergy index.	Published
Emmoco	Date Claimed			
SPA	3/25/14	<u>14668,292</u> - Providing Multiple Virtual Bluetooth Low Energy Devices	Establishes "local" beacon in retail location to provide information targeted to devices near that location	Issued 9/4/18 as 14668,292
SPA	8/12/11	<u>2214238,613</u> - Embedded Device Application Development	Establishes efficient application environment for computing devices (protocol independent)	Issued 9/4/18 as 2214238,613
SPA	2/16/13	<u>14897,932</u> - Resource-Limited Device Interactivity with Cloud-Based Systems	Establishes powerful allocation of computing responsibility across a limited processor (e.g., smartphone) and a much less constrained processor (e.g., remote server)	Replied to final office action 12/19/18

ISSUED PATENTS

Country	Patent #	Content	Date Filed	Date Issued
US	9,990,644	System & methods for determining location of POP displays with wireless beacons using known wireless beacon locations	3/1/13	6/25/18; continuation is filed.
US	10,070,292	Providing Multiple Virtual Bluetooth Low Energy Devices	3/25/15	8/4/18
US	10,067,747	Embedded device application development	3/23/12	8/4/18
US	6,837,427	Use of RF technology for monitoring in-store advertising & merchandising conditions	5/30/02	1/4/05
China	2827432.9	Use of RF technology for monitoring in-store advertising & merchandising conditions	11/20/02	11/13/08
Australia	2002362010	Use of RF technology for monitoring in-store advertising & merchandising conditions	11/20/02	5/19/08
US	6,351,305	Use of RF technology (long-range backscatter) for monitoring in-store advertising & merchandising conditions	3/20/03	10/6/05
US	7,021,535	System for in-store advertising monitoring	10/27/04	4/4/06
US	7,374,836	Improved system for advertising monitoring, including contact technology for inexpensive sign monitoring	9/18/03	5/20/08
US	7,233,241	Low-stock alert system	11/17/05	6/16/09
US	7,310,070	Inexpensive, sensitive, near-range antenna system for identifying the/specific location of EPC tags	8/23/05	12/18/07
US	7,433,516	Location determination using RFID	5/4/05	8/9/08
Australia	2004222524	Improved system for advertising monitoring	3/19/04	10/18/08
China	200480813848.2	Improved system for advertising monitoring	3/18/04	11/6/08
US	7,510,123	RF contact signal detection	11/17/05	3/9/09
US	7,548,579	Long-range RFID system to monitor pricing, consumer exposure, compliance with merchandising programs	4/28/08	8/29/09
US	7,535,337	Monitoring open stock merchandising	8/7/06	5/19/09
US	7,614,556	Spider & helical antenna technology	5/4/06	11/10/08
Canada	2,567,925	Low-stock alert system	11/17/05	2/8/11
Canada	2,535,621	Improved advertising compliance monitoring system	5/19/04	10/4/11
US	8,010,867	Long Range RFID Transmitter Power Tracking Loop	10/16/06	8/30/11
US	8,070,065	Determining Presence And Location Of RF Tags	5/8/08	12/6/12
US	8,408,457 B2	Coordinating digital advertising message with presence of product display	6/1/07	8/2/13
US	8,581,273	Controlling serially-connected transmitters and receivers	10/12/09	9/10/13
US	8,598,988	Controlling serially-connected transmitters	3/26/10	12/3/13
Canada	2,586,576	Antenna array w/ centralized hub for determining presence & location of tags	10/18/05	4/1/14
US	8,623,521	Computer-Implemented Systems and Methods for Providing an Out of Stock / Low Stock Alert	10/17/11	9/2/14
US	9,805,334 B2	Computer-Implemented Systems and Methods for Providing an Out of Stock / Low Stock Alert	10/17/11	10/31/17
US	10,373,189	Filed as <u>15/153,180</u> - Systems & methods for data transfer from POP displays with wireless beacons and engaged mobile devices	2/1/13	Issues 8/6/19
US	10,373,190	Filed as <u>15/153,200</u> - Systems & methods for determining location of POP displays with wireless beacons through engagement with mobile devices	2/1/13	Issues 8/6/19
US	10,410,238	Filed as <u>15/153,240</u> - System & methods for determining location of POP displays with wireless beacons using wireless network gateways	2/1/13	(ISSUED AS 10/410,238)
US	10,410,240	Filed as <u>15/097,213</u> - System & methods for determining location of consumer product displays with wireless beacons using known wireless beacon locations	6/4/18	(ISSUED AS 10/410,240)
US	TBD	Filed as <u>15/190,857</u> - Systems & methods for determining stock quantities using a capacitive inventory sensor	12/27/16	Will issue (Awaiting PATENT#)