

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT7888715

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the APPLICATION NUMBER 16887422 previously recorded on Reel 061091 Frame 0177. Assignor(s) hereby confirms the CORRECT APPLICATION NO. IS 16877422.
CONVEYING PARTY DATA	
Name	Execution Date
GREG GRESSEL	08/23/2022
ERIC LAWRENCE	09/07/2022
RECEIVING PARTY DATA	
Name:	THE HERSHEY COMPANY
Street Address:	1025 REESE AVENUE
City:	HERSHEY
State/Country:	PENNSYLVANIA
Postal Code:	17033
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16877422
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:	2026839317
Email:	fbrown@jordaniplaw.com, admin@jordaniplaw.com
Correspondent Name:	JORDAN IP LAW
Address Line 1:	12501 PROSPERITY DRIVE, SUITE 401
Address Line 4:	SILVER SPRING, MARYLAND 20904
ATTORNEY DOCKET NUMBER:	5501-4162
NAME OF SUBMITTER:	JENNIFER M. HAYES
SIGNATURE:	/Jennifer M. Hayes/
DATE SIGNED:	04/06/2023
Total Attachments: 7	
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PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT7537366

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
GREG GRESSEL	08/23/2022
ERIC LAWRENCE	09/07/2022
RECEIVING PARTY DATA	
Name:	THE HERSHEY COMPANY
Street Address:	19 E. CHOCOLATE AVENUE
City:	HERSHEY
State/Country:	PENNSYLVANIA
Postal Code:	17033
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16887422
CORRESPONDENCE DATA	
Fax Number:	(202)683-6783
<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:	2026839317
Email:	rboulware@jordaniplaw.com, admin@jordaniplaw.com
Correspondent Name:	JORDAN IP LAW
Address Line 1:	12501 PROSPERITY DRIVE, SUITE 401
Address Line 4:	SILVER SPRING, MARYLAND 20904
ATTORNEY DOCKET NUMBER:	5501-4162
NAME OF SUBMITTER:	JENNIFER M. HAYES
SIGNATURE:	/Jennifer M. Hayes/
DATE SIGNED:	09/14/2022
Total Attachments: 6	
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ASSIGNMENT OF APPLICATION

Whereas, We, **Greg Gressel, and Eric Lawrence**, hereafter referred to as "applicants" or "assignors", who reside at the corresponding addresses provided below, have invented certain new and useful improvements in **OPTIMAL MERCHANDISE SELECTION AND MERCHANDISING DESIGN DISPLAY METHODS AND SYSTEMS** for which United States Non-Provisional Patent Application No. **16/877,422** was filed on **May 18, 2020**.

Whereas, **THE HERSHEY COMPANY**, whose street address is **19 E. Chocolate Avenue, Hershey, Pennsylvania 17033**, herein referred to as "assignee," is desirous of acquiring the entire right, title, and interest in the same.

Now, therefore, in consideration of the sum of one dollar (\$1.00), the receipt whereof is acknowledged and other good and valuable consideration the receipt of which from assignee is hereby acknowledged, We as assignors have sold, assigned, transferred, and set over, and hereby sell, assign, transfer and set over unto the assignee, its lawful successors and assigns, our entire right, title and interest in and to this invention and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of such application, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and I hereby authorize and request the Commissioner for Patents of the United States and any official of any foreign country whose duty it is to issue patents on

Attorney Docket No. 5501-4162 / 201900148
Application No.: 16/877,422

applications as described above, to issue all Letters Patent for this invention to assignee, its successors and assigns, in accordance with the terms of this assignment;

AND, We hereby covenant that we have the full right to convey the interest assigned by this Assignment, and we have not executed and will not execute any agreement in conflict with this Assignment;

AND, We hereby further covenant and agree that we will, without further consideration, communicate with assignee, its successors and assigns, any facts known to us respecting this invention, and testify in any legal proceeding, sign all lawful papers that may be necessary or desirable to perfect the title to this invention in said assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid assignee, its successors and assigns, to obtain and enforce Letters Patent for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the assignee, its successors and assigns.

We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing therefrom.

IN WITNESS WHEREOF and INTENDING TO BE LEGALLY BOUND, We hereunto set our hands having read and understood this Assignment.

Attorney Docket No. 5501-4162 / 201900148
Application No.: 16/877,422

 9/23/22

Assignor

Date

Greg Gressel

399 W Park Ave Apt B6
Durango, CO 81301
United States of America

Citizenship: United States

Assignor

Date

Eric Lawrence

136 W. Areba Avenue
Hershey, PA 17033
United States of America

Citizenship: United States

ASSIGNMENT OF APPLICATION

Whereas, We, **Greg Gressel, and Eric Lawrence**, hereafter referred to as "applicants" or "assignors", who reside at the corresponding addresses provided below, have invented certain new and useful improvements in **OPTIMAL MERCHANDISE SELECTION AND MERCHANDISING DESIGN DISPLAY METHODS AND SYSTEMS** for which United States **Non-Provisional Patent Application No. 16/877,422** was filed on **May 18, 2020**.

Whereas, **THE HERSHEY COMPANY**, whose street address is **1025 Reese Avenue, Hershey, Pennsylvania 17033**, herein referred to as "assignee," is desirous of acquiring the entire right, title, and interest in the same.

Now, therefore, in consideration of the sum of one dollar (\$1.00), the receipt whereof is acknowledged and other good and valuable consideration the receipt of which from assignee is hereby acknowledged, We as assignors have sold, assigned, transferred, and set over, and hereby sell, assign, transfer and set over unto the assignee, its lawful successors and assigns, our entire right, title and interest in and to this invention and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of such application, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and I hereby authorize and request the Commissioner for Patents of the United States and any official of any foreign country whose duty it is to issue patents on

applications as described above, to issue all Letters Patent for this invention to assignee, its successors and assigns, in accordance with the terms of this assignment;

AND, We hereby covenant that we have the full right to convey the interest assigned by this Assignment, and we have not executed and will not execute any agreement in conflict with this Assignment;

AND, We hereby further covenant and agree that we will, without further consideration, communicate with assignee, its successors and assigns, any facts known to us respecting this invention, and testify in any legal proceeding, sign all lawful papers that may be necessary or desirable to perfect the title to this invention in said assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid assignee, its successors and assigns, to obtain and enforce Letters Patent for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the assignee, its successors and assigns.

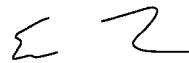
We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing therefrom.

IN WITNESS WHEREOF and INTENDING TO BE LEGALLY BOUND, We hereunto set our hands having read and understood this Assignment.

Assignor	Date
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Greg Gressel
399 W Park Ave Apt B6
Durango, CO 81301
United States of America

Citizenship: United States



9/7/2022

Assignor	Date
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Eric Lawrence
136 W. Areba Avenue
Hershey, PA 17033
United States of America

Citizenship: United States