

Trademark/Service Mark Application, Principal Register

Serial Number: 97037150

Filing Date: 09/21/2021

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	97037150
MARK INFORMATION	
*MARK	High Yield Fulfillment
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	High Yield Fulfillment
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Grey Orange Incorporated
INTERNAL ADDRESS	Suite 120
*MAILING ADDRESS	660 Hembree Parkway (Park Drive)
*CITY	Roswell
*STATE (Required for U.S. applicants)	Georgia
*COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	30076
*EMAIL ADDRESS	XXXX
LEGAL ENTITY INFORMATION	
TYPE	corporation
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY OF INCORPORATION	Georgia
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	035
*IDENTIFICATION	Supply chain management services; Provision of information and advisory services relating to supply chain management services. Inventory Management; computerised inventory management
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/11/2019
FIRST USE IN COMMERCE DATE	

FIRST USE IN COMMERCE DATE	At least as early as 12/11/2019
SPECIMEN FILE NAME(S)	
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	\\TICRS\EXPORT18\IMAGEOUT 18\970\371\97037150\xml1\ APP0004.JPG
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	\\TICRS\EXPORT18\IMAGEOUT18\970\371\97037150\xml1\ APP0028.JPG
SPECIMEN DESCRIPTION	website screen shots showing the mark in association with the services; brochures for advertisement of services showing the mark in association with the services
WEBPAGE URL	https://www.youtube.com/watch?v=2YBKgkogGZI
WEBPAGE DATE OF ACCESS	09/21/2021
WEBPAGE URL	https://www.greyorange.com/news/greyorange-launches-next-era-fulfillment-operating-system/
WEBPAGE DATE OF ACCESS	09/21/2021
INTERNATIONAL CLASS	042
*IDENTIFICATION	Computerized data storage services; computerized business information storage; Consultancy in the field of office and workplace automation; Technical research relating to automatic identification systems; Computer software integration; Software maintenance services; Research in the field of artificial intelligence; Providing artificial intelligence computer programs on data networks; Platforms for artificial intelligence as software as a service; Design and development of computer software for supply chain management; Providing online non-downloadable software for use in supply chain management; Development of computer software for logistics, supply chain management and e-business portals; Consultancy and information services relating to software rental; Computer software maintenance; Software installation services; repair of computer software; Consultancy and information services relating to the design, programming and maintenance of computer software; Hosting ecommerce platforms on the Internet
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/11/2019
FIRST USE IN COMMERCE DATE	At least as early as 12/11/2019
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SPECIMEN DESCRIPTION	website screen shots showing the mark in association with the services; brochures for advertisement of services showing the mark in association with the services
WEBPAGE URL	https://www.youtube.com/watch?v=2YBKgkogGZI
WEBPAGE DATE OF ACCESS	09/21/2021
WEBPAGE URL	https://www.greyorange.com/news/greyorange-launches-next-era-fulfillment-operating-system/
WEBPAGE DATE OF ACCESS	09/21/2021
ATTORNEY INFORMATION	
NAME	Victoria Friedman
ATTORNEY DOCKET NUMBER	USTF10167569
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	Dennemeyer & Associates LLC
INTERNAL ADDRESS	Suite 1500
STREET	2 N. Riverside Plaza
CITY	Chicago
STATE	Illinois
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
ZIP/POSTAL CODE	60606
PHONE	312-628-5529
FAX	312-419-9440
EMAIL ADDRESS	vfriedman@dennemeyer-law.com
OTHER APPOINTED ATTORNEY	Michael McGovern
CORRESPONDENCE INFORMATION	
NAME	Victoria Friedman
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	vfriedman@dennemeyer-law.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	mmcgovern@dennemeyer-law.com; docket@dennemeyer-law.com; tm-us@dennemeyer-law.com; emeyers@dennemeyer-law.com
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS Standard
NUMBER OF CLASSES	2

APPLICATION FOR REGISTRATION PER CLASS	350
*TOTAL FEES DUE	700
*TOTAL FEES PAID	700
SIGNATURE INFORMATION	
SIGNATURE	/Michael McGovern/
SIGNATORY'S NAME	Michael McGovern
SIGNATORY'S POSITION	Attorney of Record, Illinois Bar member
SIGNATORY'S PHONE NUMBER	312-628-5529
DATE SIGNED	09/21/2021
SIGNATURE METHOD	Signed directly within the form

Trademark/Service Mark Application, Principal Register

Serial Number: 97037150

Filing Date: 09/21/2021

To the Commissioner for Trademarks:

MARK: High Yield Fulfillment (Standard Characters, see [mark](#))

The literal element of the mark consists of High Yield Fulfillment. The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, Grey Orange Incorporated, a corporation of Georgia, having an address of

Suite 120

660 Hembree Parkway (Park Drive)

Roswell, Georgia 30076

United States

XXXX

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 035: Supply chain management services; Provision of information and advisory services relating to supply chain management services. Inventory Management; computerised inventory management

In International Class 035, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/11/2019, and first used in commerce at least as early as 12/11/2019, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) website screen shots showing the mark in association with the services; brochures for advertisement of services showing the mark in association with the services.

JPG file(s):

[Specimen File1](#)

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[Specimen File21](#)

Webpage URL: <https://www.youtube.com/watch?v=2YBKgkogGZI>

Webpage Date of Access: 09/21/2021

Webpage URL: <https://www.greyorange.com/news/greyorange-launches-next-era-fulfillment-operating-system/>

Webpage Date of Access: 09/21/2021

International Class 042: Computerized data storage services; computerized business information storage; Consultancy in the field of office and workplace automation; Technical research relating to automatic identification systems; Computer software integration; Software maintenance services; Research in the field of artificial intelligence; Providing artificial intelligence computer programs on data networks; Platforms for artificial intelligence as software as a service; Design and development of computer software for supply chain management; Providing online non-downloadable software for use in supply chain management; Development of computer software for logistics, supply chain management and e-business portals; Consultancy and information services relating to software rental; Computer software maintenance; Software installation services; repair of computer software; Consultancy and information services relating to the design, programming and maintenance of computer software; Hosting ecommerce platforms on the Internet

In International Class 042, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/11/2019, and first used in commerce at least as early as 12/11/2019, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) website screen shots showing the mark in association with the services; brochures for advertisement of services showing the mark in association with the services.

JPG file(s):

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Webpage URL: <https://www.youtube.com/watch?v=2YBKgkogGZI>

Webpage Date of Access: 09/21/2021

Webpage URL: <https://www.greyorange.com/news/greyorange-launches-next-era-fulfillment-operating-system/>

Webpage Date of Access: 09/21/2021

The owner's/holder's proposed attorney information: Victoria Friedman. Other appointed attorneys are Michael McGovern. Victoria Friedman of Dennemeyer & Associates LLC, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, and the attorney(s) is located at

Suite 1500
2 N. Riverside Plaza
Chicago, Illinois 60606
United States
312-628-5529(phone)
312-419-9440(fax)
vfriedman@dennemeyer-law.com

The docket/reference number is USTF10167569.

Victoria Friedman submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant's current Correspondence Information:

Victoria Friedman

PRIMARY EMAIL FOR CORRESPONDENCE: vfriedman@dennemeyer-law.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): mmcgvorn@dennemeyer-law.com; docket@dennemeyer-law.com; tm-us@dennemeyer-law.com; emeyers@dennemeyer-law.com

Requirement for Email and Electronic Filing: I understand that a valid email address must be maintained by the applicant owner/holder and the applicant owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

A fee payment in the amount of \$700 has been submitted with the application, representing payment for 2 class(es).

Declaration

Basis:

If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce and was in use in commerce as of the filing date of the application on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application and was used on or in connection with the goods/services in the application as of the application filing date; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

And/Or

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
 - The applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date on or in connection with the goods/services in the application; and
 - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and

belief are believed to be true.

Declaration Signature

Signature: /Michael McGovern/ Date: 09/21/2021

Signatory's Name: Michael McGovern

Signatory's Position: Attorney of Record, Illinois Bar member

Signatory's Phone Number: 312-628-5529

Signature method: Signed directly within the form

Payment Sale Number: 97037150

Payment Accounting Date: 09/21/2021

Serial Number: 97037150

Internet Transmission Date: Tue Sep 21 10:57:25 ET 2021


TEAS Stamp: USPTO/BAS-XX.XXX.X.XX-202109211057256422

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57240805-20210921103615240025

High Yield Fulfillment

 GreyOrange

 GreyOrange

Leading the new era of Deepthink™ distribution

DEEPER DATA > DYNAMIC DECISIONS > DEMAND-DRIVEN DELIVERY

Inventory
in motion
for the age of immediacy

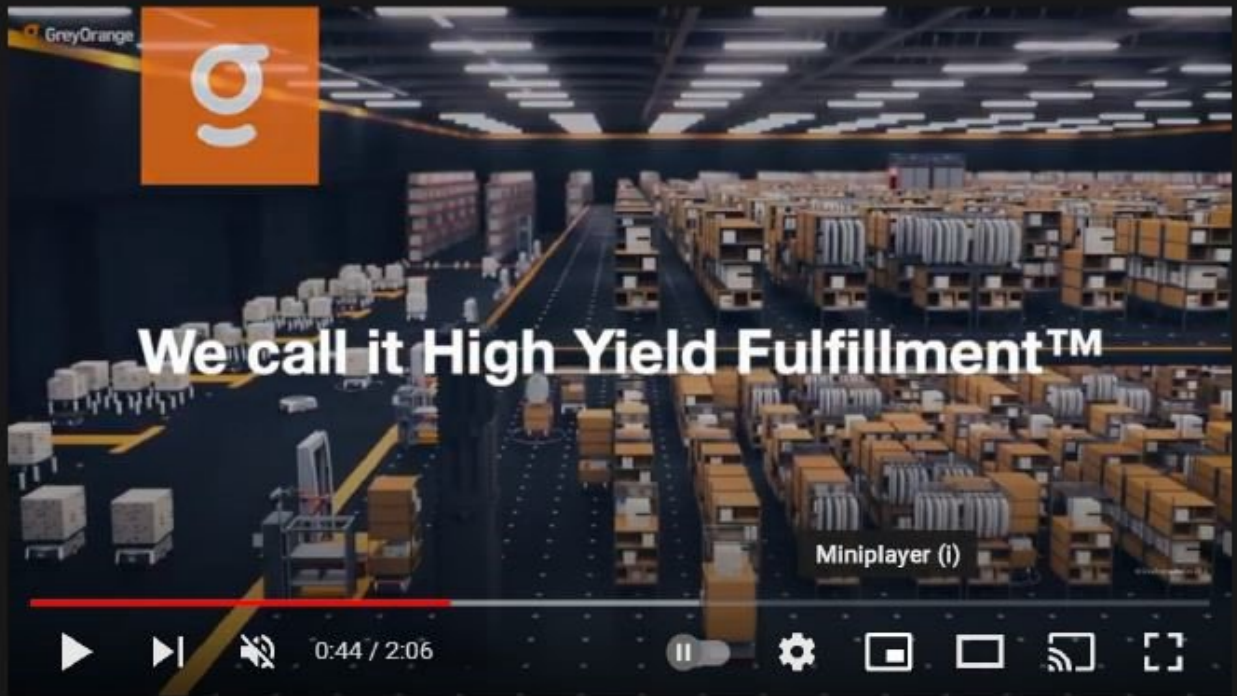
HIGH YIELD FULFILLMENT



 Predictive

 Prescriptive

 Responsive



GreyOrange High Yield Fulfillment

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⋮



GreyOrange

2.56K subscribers

SUBSCRIBE

The fact is, technology built for a previous era can't keep up with immediate commerce demands. That's why GreyOrange takes a modern approach to fulfilling modern demands. The GreyOrange Fulfillment Operating System is the only solution combining AI-driven GreyMatter™ software + intelligent Ranger™ robots to drive deeper data, dynamic decisions and demand driven delivery.

GreyMatter applied science autonomously orchestrates data, rapidly responds to real time events and flexibly prescribes actions—while augmenting human workforce intelligence to continuously calculate and execute the next best fulfillment decision.

SHOW LESS

GreyOrange Launches Next Era Fulfillment Operating System Driven by GreyMatter™ Software Integrated with Ranger™ Series Mobile Robots

Fulfillment Operating System optimizes fulfillment for omnichannel, store replenishment and e-commerce to modernize distribution centers -

ATLANTA (December 11, 2019) – GreyOrange, a global software and mobile robotics provider that leverages artificial intelligence and machine learning to optimize fulfillment operations, today announced the latest release of its Fulfillment Operating System, which integrates GreyMatter software with the company's series of mobile robots.

GreyOrange is the only company that integrates software and robots built together specifically to improve order fulfillment throughput, scale, accuracy and economics. This release embodies capabilities that optimize fulfillment for companies with omnichannel and e-commerce needs and increases store efficiency by packing replenishment orders according to individual store layouts and preferences. It also expands the orchestration of data and actions across the Company's series of Ranger™ mobile robots.



Ranger robots are developed in concert with GreyMatter software and use machine learning to adjust decisions and behavior based on real-time observations. Additionally, *maximum-life* engineering ensures every Ranger robot delivers 'last and learn' value. Communication among the robots and the GreyMatter central system incorporates that learning so the entire system continues to get smarter. The robots are:

- **Ranger GTP** (formerly Butler) – Goods-to-person mobile robots that transport inventory from 220 to 3,500 pounds to workers for picking and packing;
- **Ranger Mobile Sorter** (formerly Flexo) – Mobile sortation robots that operate in fleets to efficiently and fluidly move parcels from receiving through dispatch to avoid sortation bottlenecks that can occur with rigid systems, especially during periods of peak volumes;
- **Ranger Picking** (formerly PickPal) – A picking robot designed to work in tandem with goods-to-person robots to either assist humans with picking orders or to pick orders autonomously in

RESOURCES

[GreyMatter Feature Brief](#)

TRANSLATIONS

[German](#)

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[United Kingdom](#)

manned or unmanned warehouses.

GreyMatter intelligence is incorporated as a learning layer in the Ranger robots so that as they operate, they can adapt to what is happening within the distribution center and externally, as order patterns and fulfillment expectations fluctuate. The robots communicate with each other and with the GreyMatter central system so it can continuously recalculate order fulfillment priorities and inventory movement patterns based on real-time factors such as order fulfillment commitments, actual fulfillment speeds, available resources and time remaining in dispatch windows.

CONNECT

GreyOrange



"Synthesizing GreyMatter with a family of individually purposed robots that are built to be collaborative with each other and with the GreyMatter hub makes GreyOrange unique in the industry; it represents the culmination of many years of intensive research and development by the Company," said Akash Gupta, Chief Technology Officer for GreyOrange. "We've seen the performance benefits of designing artificial intelligence-driven software and mobile robotics together, so that each enhances the learning and adaptation of the other, rather than alternative approaches that simply interface software and robots," he added.

By adding numerous adaptive-learning, self-learning, collaborative decision-making and analytics enhancements to GreyMatter and the Ranger robot series, GreyOrange can more intelligently connect people, processes and technology to modernize fulfillment for throughput speed, scale, accuracy and yield.

"Many companies are struggling to keep up with expectations for same-day and next-day delivery along with store replenishment runs that are required two to three times per week or even daily," said Samay Kohli, Chief Executive Officer for GreyOrange. "They are trying to meet modern fulfillment demands using software and hardware built for a time before Amazon changed the game for everyone by accelerating collective expectations. The idea that software and robots built together using the same intelligence is required in a modern Fulfillment Operating System is unique to GreyOrange, and represents the only solution built specifically to address modern fulfillment challenges," he added.

Many of the enhancements in GreyMatter are centered on data pattern intelligence and the ability of mobile robots to operate at scale across a distribution center, including retrieving and placing inventory racks on multiple floors or mezzanines using elevator access. Together, GreyMatter and Ranger robots comprise a Fulfillment Operating System designed for fast-paced, high-volume, high-product-variety operations, unlike disparate hardware and software solutions built for an earlier time and interfaced together in a complex technology system.

GreyMatter further enhances prioritized order fulfillment at scale, both predictively and in real time, by continuously considering inventory positions, orders, promise dates, cost impacts, revenue implications, labor available, time available and fleets of robots available. The software then orchestrates how the Company's robots navigate across a distribution center, working autonomously or alongside people, to ensure the right inventory is at the right place at the right time to fulfill the decisions made in priority order, even during times of peak pace and volume.

GreyOrange terms the outcome High-Yield Fulfillment, meaning the payoffs from orders filled and dispatched are greater than the tradeoffs from orders that could have been fulfilled earlier but were assigned a later fulfillment time by the system.

About GreyOrange

GreyOrange is a global company that modernizes order fulfillment through Artificial Intelligence-driven software and mobile robots built together so they cooperate in deciding on and executing warehouse activities that maximize payoffs and minimize tradeoffs to create the highest yield. The company's next era Fulfillment Operating System driven by *always-solving* GreyMatter software considers predictive and real-time data regarding orders, promises, inventory, shipping windows, and resources to orchestrate how workers and robots work as a team to fulfill the right orders at the right time. GreyOrange experts help organizations master fulfillment in the Age of Immediacy so they keep promises, capture more revenue, and improve the work experience for warehouse employees. GreyOrange has core operations in the United States, Singapore, Germany, Japan and India. www.GreyOrange.com

Contact:

Stephanie Levinson
Stephanie.Levinson@wyecomm.com
312-796-0617

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[GreyOrange Showcases AI-Driven Software and Smart Robots Working Together to Modernize Omnichannel Fulfillment at RILA LINK2020](#) →

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Suddenly it's
a **same day**
delivery world.

Time to turn your warehouse into an
AWAREhouse.

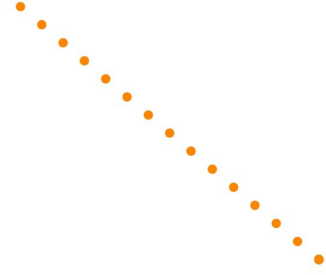
GreyOrange
Leaders in DeepThink Distribution™



Are you ready to deliver on the **same day promise?**



Online Order Placed
8:45 AM



Doorstep Delivery
3:05 PM



Welcome to the age of **immediate commerce.**

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The **fulfillment immediacy** jolt

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Source: Business Insider Intelligence



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Source: Bureau of Labor Statistics, USA

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Source: Statista, Online Shopping in the U.S.



The **labor capacity** crunch

Ecommerce fulfillment is driving **a shortage of nearly 500,000 warehouse jobs** in 2020

Source: CBRE, Labor a Chief Concern for Warehouse Owners and Operators



Rising warehouse issues

Not enough people, space or pace...

not same ~~day~~ ready.

Not enough...



People

452,000 gap between warehouse jobs and people to fill them

Source: Bureau of Labor Statistics, USA



Space

Lowest vacancy since 2000 (4-7%); Demand > Supply by 6M sq. ft.

Source: CBRE

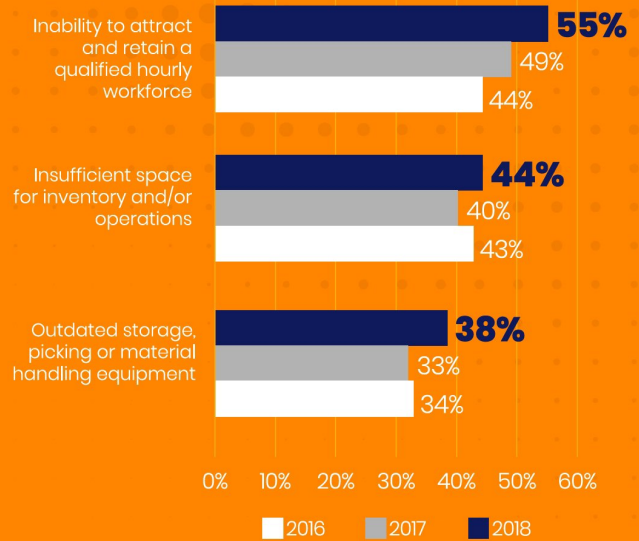


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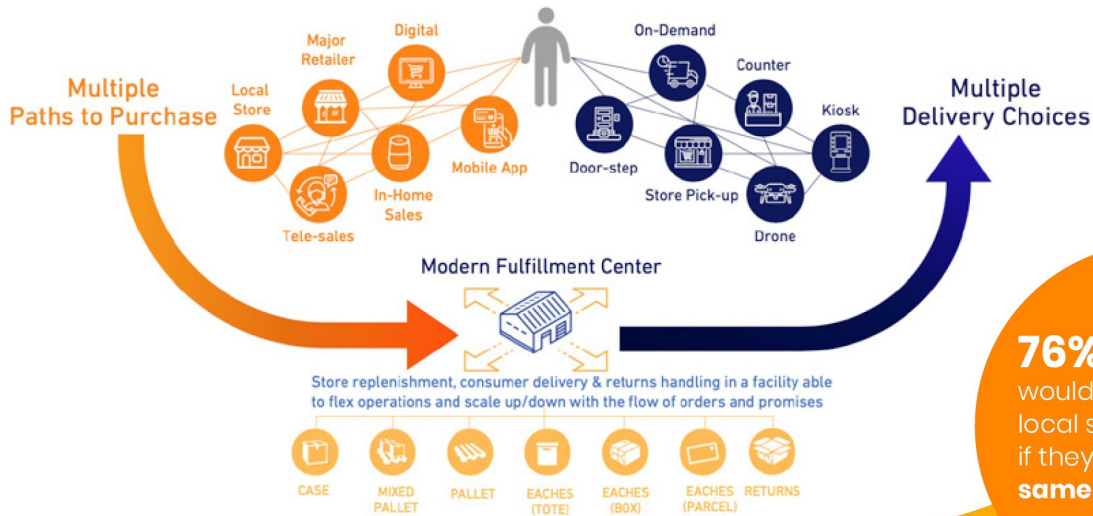


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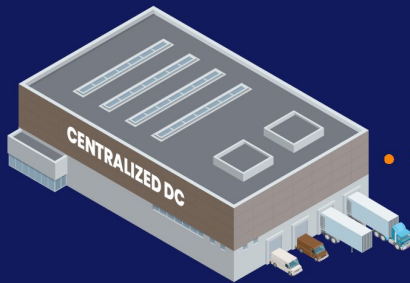
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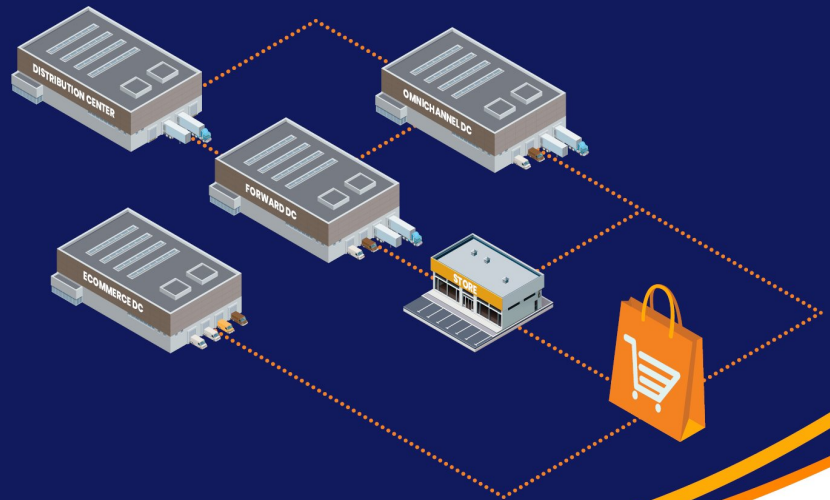
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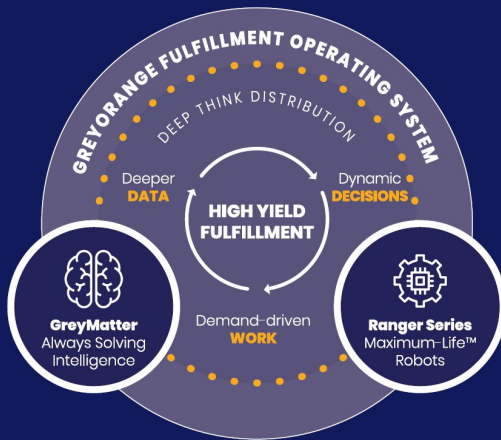
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So how do you **build your market and your margins** factoring in millions of unique orders, thousands of SKUs, and hundreds of form factors across a matrix of random timelines and destinations serving unlimited unique buyers?

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**More Payoffs
Than Tradeoffs**

**Revenue &
Cost Aware**



People

Software

Robots

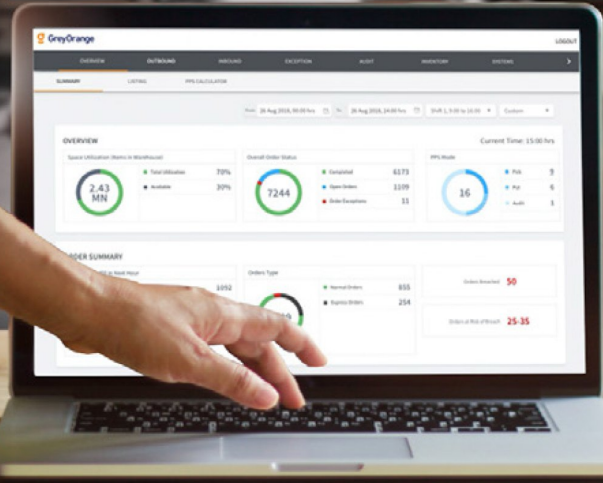
Integrated

Intelligence

Integrating the power of **people**, **AI software** and **robots**

GreyMatter Command Center

Now you can integrate and continuously monitor people, AI software & robots with 360 degree real time visibility to drive optimized performance, best-fit work teams, flexible workflows, precision performance and faster processes to deliver high yield results at every node.



GreyOrange **GreyMatter software & Ranger robots** create continuous feedback between the algorithms in the brain and the operations on the floor to keep your DC's

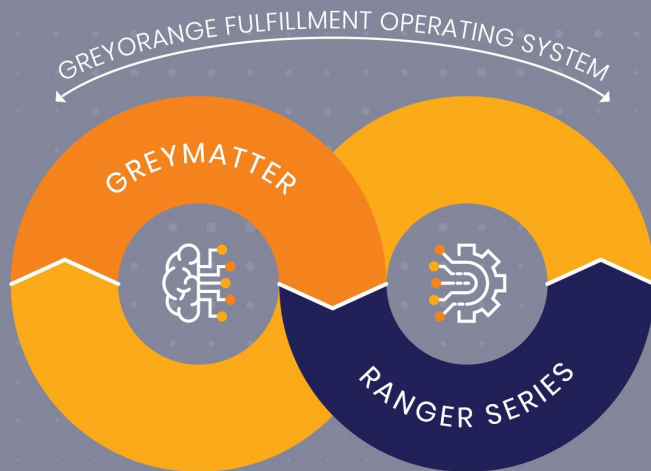
inventory in motion



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AWAREhouse

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The **AWARE**house: High Yield Fulfillment **is the mission.**

Handle up to **12,000 parcels/hr** with fluid inbound/outbound sortation

Vertical space utilization and N-Deep Technology™ give you high-density capacity and efficient inventory management today, plus a practical path for future growth

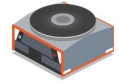
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Next steps:

What **works for you** works for us

Have a Deeper Conversation

Let's set up a call or virtual conference to explore more specifically how we can help you achieve your goals

Connect Us

Introduce our experts to those on your team who might want to know more

Show Us Your Site

We'll come to your DC to evaluate how you can improve operations with us

Worldwide Presence


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70+ Installations

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Sales: 833-997-6268
greyorange.com

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 GreyOrange

 GreyOrange

Leading the new era of Deepthink™ distribution

DEEPER DATA > DYNAMIC DECISIONS > DEMAND-DRIVEN DELIVERY

Inventory
in motion
for the age of immediacy

HIGH YIELD FULFILLMENT



 Responsive
 Prescriptive
 Predictive



GreyOrange High Yield Fulfillment

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GreyOrange

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SHOW LESS



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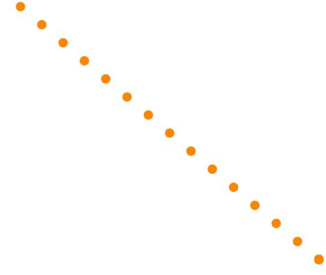
GreyOrange
Leaders in DeepThink Distribution™



Are you ready to deliver on the **same day promise?**



Online Order Placed
8:45 AM



Doorstep Delivery
3:05 PM



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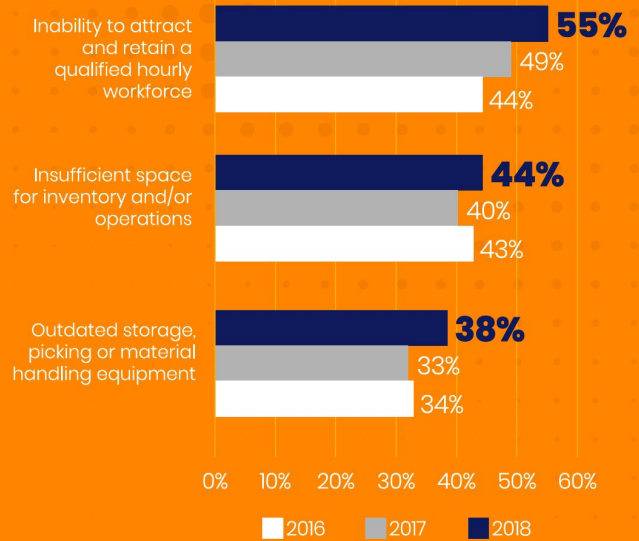


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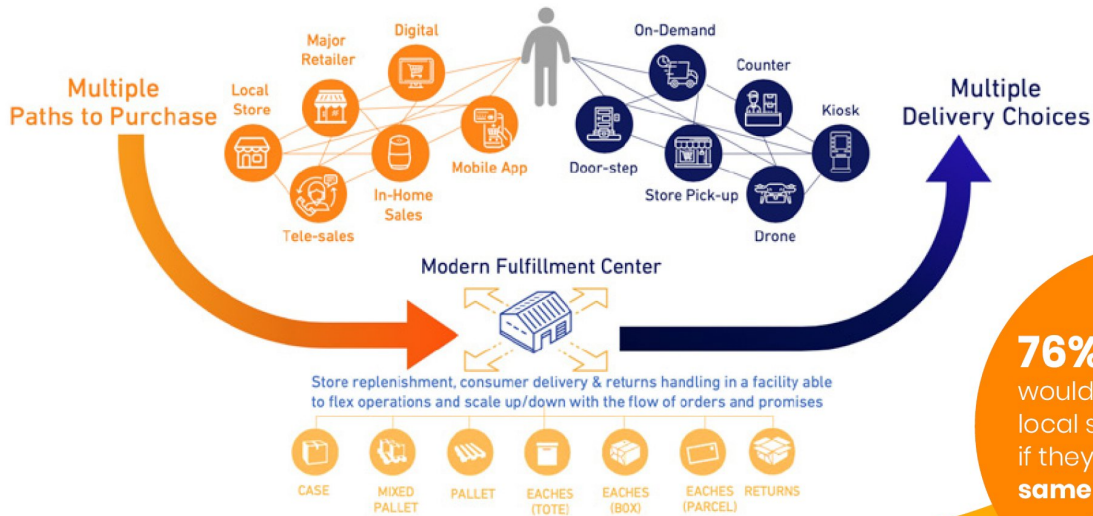


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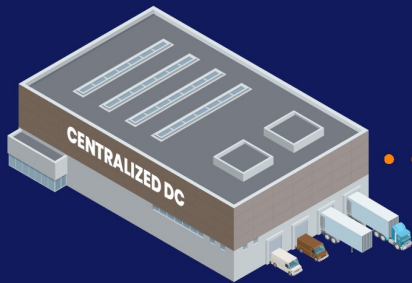
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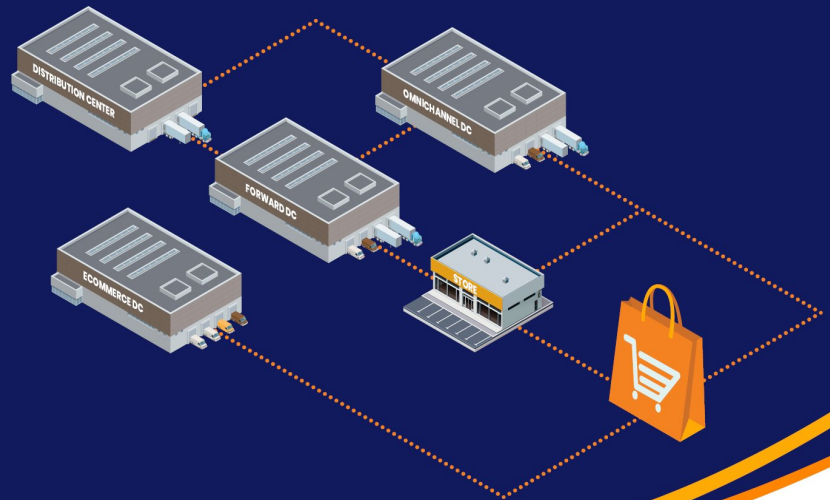
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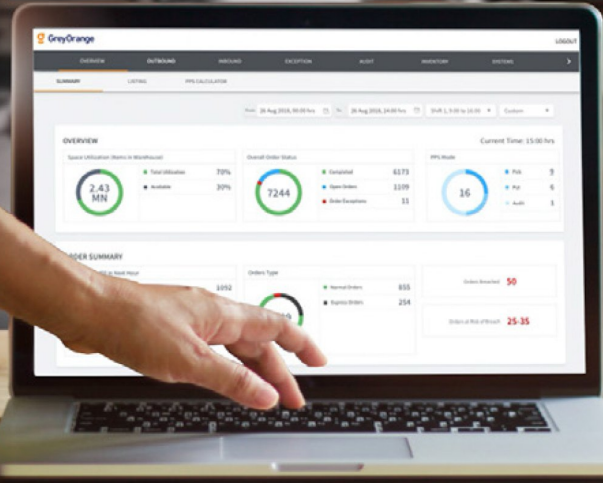
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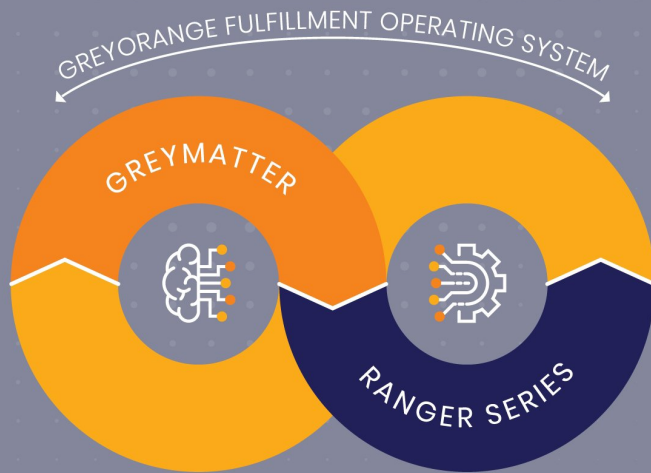
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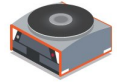
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greyorange.com

US • Germany • Japan • Singapore • India

GreyOrange Launches Next Era Fulfillment Operating System Driven by GreyMatter™ Software Integrated with Ranger™ Series Mobile Robots

Fulfillment Operating System optimizes fulfillment for omnichannel, store replenishment and e-commerce to modernize distribution centers -

ATLANTA (December 11, 2019) – GreyOrange, a global software and mobile robotics provider that leverages artificial intelligence and machine learning to optimize fulfillment operations, today announced the latest release of its Fulfillment Operating System, which integrates GreyMatter software with the company's series of mobile robots.

GreyOrange is the only company that integrates software and robots built together specifically to improve order fulfillment throughput, scale, accuracy and economics. This release embodies capabilities that optimize fulfillment for companies with omnichannel and e-commerce needs and increases store efficiency by packing replenishment orders according to individual store layouts and preferences. It also expands the orchestration of data and actions across the Company's series of Ranger™ mobile robots.



Ranger robots are developed in concert with GreyMatter software and use machine learning to adjust decisions and behavior based on real-time observations. Additionally, *maximum-life* engineering ensures every Ranger robot delivers 'last and learn' value. Communication among the robots and the GreyMatter central system incorporates that learning so the entire system continues to get smarter. The robots are:

- **Ranger GTP** (formerly Butler) – Goods-to-person mobile robots that transport inventory from 220 to 3,500 pounds to workers for picking and packing;
- **Ranger Mobile Sorter** (formerly Flexo) – Mobile sortation robots that operate in fleets to efficiently and fluidly move parcels from receiving through dispatch to avoid sortation bottlenecks that can occur with rigid systems, especially during periods of peak volumes;
- **Ranger Picking** (formerly PickPal) – A picking robot designed to work in tandem with goods-to-person robots to either assist humans with picking orders or to pick orders autonomously in

RESOURCES

[GreyMatter Feature Brief](#)

TRANSLATIONS

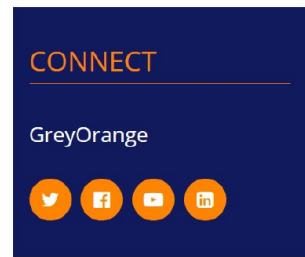
[German](#)

[Japanese](#)

[United Kingdom](#)

manned or unmanned warehouses.

GreyMatter intelligence is incorporated as a learning layer in the Ranger robots so that as they operate, they can adapt to what is happening within the distribution center and externally, as order patterns and fulfillment expectations fluctuate. The robots communicate with each other and with the GreyMatter central system so it can continuously recalculate order fulfillment priorities and inventory movement patterns based on real-time factors such as order fulfillment commitments, actual fulfillment speeds, available resources and time remaining in dispatch windows.



"Synthesizing GreyMatter with a family of individually purposed robots that are built to be collaborative with each other and with the GreyMatter hub makes GreyOrange unique in the industry; it represents the culmination of many years of intensive research and development by the Company," said Akash Gupta, Chief Technology Officer for GreyOrange. "We've seen the performance benefits of designing artificial intelligence-driven software and mobile robotics together, so that each enhances the learning and adaptation of the other, rather than alternative approaches that simply interface software and robots," he added.

By adding numerous adaptive-learning, self-learning, collaborative decision-making and analytics enhancements to GreyMatter and the Ranger robot series, GreyOrange can more intelligently connect people, processes and technology to modernize fulfillment for throughput speed, scale, accuracy and yield.

"Many companies are struggling to keep up with expectations for same-day and next-day delivery along with store replenishment runs that are required two to three times per week or even daily," said Samay Kohli, Chief Executive Officer for GreyOrange. "They are trying to meet modern fulfillment demands using software and hardware built for a time before Amazon changed the game for everyone by accelerating collective expectations. The idea that software and robots built together using the same intelligence is required in a modern Fulfillment Operating System is unique to GreyOrange, and represents the only solution built specifically to address modern fulfillment challenges," he added.

Many of the enhancements in GreyMatter are centered on data pattern intelligence and the ability of mobile robots to operate at scale across a distribution center, including retrieving and placing inventory racks on multiple floors or mezzanines using elevator access. Together, GreyMatter and Ranger robots comprise a Fulfillment Operating System designed for fast-paced, high-volume, high-product-variety operations, unlike disparate hardware and software solutions built for an earlier time and interfaced together in a complex technology system.

GreyMatter further enhances prioritized order fulfillment at scale, both predictively and in real time, by continuously considering inventory positions, orders, promise dates, cost impacts, revenue implications, labor available, time available and fleets of robots available. The software then orchestrates how the Company's robots navigate across a distribution center, working autonomously or alongside people, to ensure the right inventory is at the right place at the right time to fulfill the decisions made in priority order, even during times of peak pace and volume.

GreyOrange terms the outcome High-Yield Fulfillment, meaning the payoffs from orders filled and dispatched are greater than the tradeoffs from orders that could have been fulfilled earlier but were assigned a later fulfillment time by the system.

About GreyOrange

GreyOrange is a global company that modernizes order fulfillment through Artificial Intelligence-driven software and mobile robots built together so they cooperate in deciding on and executing warehouse activities that maximize payoffs and minimize tradeoffs to create the highest yield. The company's next era Fulfillment Operating System driven by *always-solving* GreyMatter software considers predictive and real-time data regarding orders, promises, inventory, shipping windows, and resources to orchestrate how workers and robots work as a team to fulfill the right orders at the right time. GreyOrange experts help organizations master fulfillment in the Age of Immediacy so they keep promises, capture more revenue, and improve the work experience for warehouse employees. GreyOrange has core operations in the United States, Singapore, Germany, Japan and India. www.GreyOrange.com

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