

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Stephen Randall		03/27/2006
RECEIVING PARTY DATA		
Name:	LocaModa, Inc	
Street Address:	363 Highland Avenue	
City:	Somerville	
State/Country:	MASSACHUSETTS	
Postal Code:	02144	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	11275939	
CORRESPONDENCE DATA		
Fax Number:	(609)924-1811	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6099243773	
Email:	rrosser@synnlech.com	
Correspondent Name:	Synnestvedt Lechner & Woodbridge, LLP	
Address Line 1:	P.O. Box 592	
Address Line 4:	Princeton, NEW JERSEY 08542	
ATTORNEY DOCKET NUMBER:	32144 USA	
NAME OF SUBMITTER:	Roy J. Rosser	
Total Attachments: 2 source=Assignment_executed#page1.tif source=Assignment_executed#page2.tif		

OP \$40.00 11275939

500088752

PATENT
REEL: 017380 FRAME: 0442

ASSIGNMENT

WHEREAS, I/We, **Stephen Randall**, having an address at **51 Glen Road, Wellesley, MA 02481** has/have invented certain improvements in **SYSTEM AND METHOD FOR LOCATION-BASED INTERACTIVE CONTENT** for which the following application(s) ("listed application(s)") was/were filed:

<u>Jurisdiction</u>	<u>Serial No.</u>	<u>Filing Date</u>
United States	11/275,939	February 6, 2006
United States	60/650,485	February 7, 2005

AND; WHEREAS, **LocaModa, Inc.**, having an address at **363 Highland Avenue, Somerville, MA 02144** is desirous of acquiring my/our entire interest in said invention, said listed application(s) and any patent which may issue thereon;

NOW, THEREFORE, be it known that in consideration of \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, and with the intention of being legally bound, I/we do hereby sell, assign, transfer, and confirm unto said **LocaModa, Inc.**, its successors, assigns and legal representatives, all right, title and interest:

1. in and to said invention and any improvements thereon, and any patent which may issue on said invention or said improvements, for all countries of the world; and
2. in and to said listed application(s) and any patent which may issue thereon, including:
(a) the right to claim priority under the United States Code and the Paris Convention based on said listed application(s); and (b) all right, title and interest in and to every patent application, and any patent which may issue thereon, claiming priority benefit under the United States Code or the Paris

Convention in the United States, WIPO or any other country of the filing date of said listed application(s), including, but not limited to, any renewal, revival, continuation, continuation-in-part, and division thereof, and any substitute application therefore, and any and all patents which may issue thereon, and any reissues and extensions of same, in the United States and in any other country; and

I/WE HEREBY authorize and request competent authorities to grant and issue any and all patents on said invention to **LocaModa, Inc.** as the assignee of the entire interest therein; and I/we agree further to execute upon request of the Assignee or its attorneys such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world and to otherwise give full effect to and perfect the rights of the Assignee under this Assignment.

IN WITNESS WHEREOF, this Assignment has been executed this 27th day of March, 2006.



Stephen Randall

State of :
: ss:
County of :

On this _____ day of _____, 2006, appeared before me in person the above-named **Stephen Randall** and acknowledged the above to be his signature and that he executed the above instrument as his voluntary act and deed and for the uses and purposes therein set forth.

Notary Public

SEAL