

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Steven Vassallo</td><td>09/22/2005</td></tr><tr><td>Marc L Andreessen</td><td>09/23/2005</td></tr></tbody></table>	Name	Execution Date	Steven Vassallo	09/22/2005	Marc L Andreessen	09/23/2005	
Name	Execution Date						
Steven Vassallo	09/22/2005						
Marc L Andreessen	09/23/2005						
RECEIVING PARTY DATA							
Name:	24 Hour Laundry						
Street Address:	167 Hamilton Avenue						
Internal Address:	Suite 300						
City:	Palo Alto						
State/Country:	CALIFORNIA						
Postal Code:	94301						
PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11213309</td></tr></tbody></table>	Property Type	Number	Application Number:	11213309			
Property Type	Number						
Application Number:	11213309						
CORRESPONDENCE DATA							
Fax Number: (408)973-2595 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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Email: vpula@ip-patent.com							
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Address Line 4: Cupertino, CALIFORNIA 95014							
ATTORNEY DOCKET NUMBER:	24HLP005						
NAME OF SUBMITTER:	Lee Van Pelt						
Total Attachments: 1 source=24 Hour Laundry Assignment#page1.tif							

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PATENT

500107737

REEL: 017667 FRAME: 0201

ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:

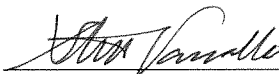
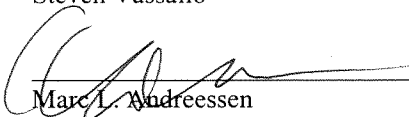
CONTENT SELECTION

for which I (we) have executed an application for a United States Letters Patent which was filed in the U.S. Patent and Trademark Office on August 26, 2005, and which bears the Application No. 11/213,309, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known;

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/We the undersigned inventor(s) hereby:

- 1) Sell(s), assign(s) and transfer(s) to 24 Hour Laundry, a Delaware corporation having a place of business at 167 Hamilton Avenue, Suite 300, Palo Alto, CA 94301, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) (including foreign applications) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application and/or in any provisional application to which the above referenced application claims priority.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

- | | | |
|----|--|----------------------------|
| 1) | Signature:  | Date: <u>Sept 22, 2005</u> |
| | Typed Name: Steven Vassallo | |
| 2) | Signature:  | Date: <u>9/23/05</u> |
| | Typed Name: Marc L. Andreessen | |