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TO: KNOBBE, MARTENS, OLSON & BEAR, LLP COMPANY: 2040 MAIN STREET

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700324641 RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director, U.S. Patent and Trademark Office: Please record the attached original documents or copy thereoff

K) Patent Application No.: 11/633,662 Filing Date: December 4, 2006
ddftonal numbers attached? () Yes (X) No Total number of applications and patents
involved: 1
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Client Code: EXP.148A

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Application No.: 11/633,662 Filing Date: December 4, 2006

ASSIGNMENT

WHEREAS, We, Stephen Principe Semprevivo, a USA citizen, residing at 1861 Bel Air Road, Los Angeles, CA 90077, and Matthew Robert Wells, a USA citizen, residing at 1035 5th Street, #5, Santa Monica, CA 90403, have invented certain new and useful improvements in a SYSTEM AND METHOD FOR ENHANCING LEADS for which we have filed an application for Letters Patent in the United States, Application No. 11/633,662 Filed on December 4, 2006;

AND WHEREAS, Lower My Bille, Inc. (hereinsiter "ASSIGNEE"), a Delaware Corporation, with its principal place of business at 2401 Colorado Avenue, Suite 200, Santa Montice, CA 90404, desires to acquire the entire right, title, and interest in and to said improvements and said Application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, said inventors, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto said ASSIGNEE, ITS successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under said improvements, and said application and all provisional applications relating thereto, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all relissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filled for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewels and relissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesald, to issue all Letters Patent for said improvements to said ASSIGNEE, ITS successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE DO HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors. legal representatives, and assigns all claims for damages and all remedies ansing out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND WE HEREBY covenant and agree that we will communicate to said ASSIGNEE. ITS successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and release applications, make all rightful oaths and generally do everything possible to aid said ASSIGNEE, ITS successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

PATENT

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IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 23 day of

Stephen Principe Semprevivo

STATE OF California) SECOUNTY OF Los Angelia SE

public, personally eppeared Stephen Principe Semprevivo personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are-subscribed to the within instrument, and admowledged to me that he executed the same in his authorized capacity((ex)), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



Notary Signature

IN TESTIMONY WHEREOF, I hereunfo Thurch, 2007.

set my hand and seal this 23 day of

Matthew Robert Wells

STATE OF CHILBRAIN

COUNTY OF Lostingues) 88

WITNESS my hand and official seal.

[SEAL]

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RECORDED: 06/20/2007

JONATHAN L. MAR.
CENTRY, # 1587945
WORMP NUMB. CALIFORNIA
WAS Appelle County
For County Factor Name 23, 1940 T

Notary Signature

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