

## 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>Tom Elgar</td><td>09/27/2007</td></tr><tr><td>Adam Elgar</td><td>09/28/2007</td></tr></tbody></table>	Name	Execution Date	Tom Elgar	09/27/2007	Adam Elgar	09/28/2007	
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Tom Elgar	09/27/2007						
Adam Elgar	09/28/2007						
RECEIVING PARTY DATA							
Name:	Serverside Group Limited						
Street Address:	16 Kingly Street						
City:	London						
State/Country:	UNITED KINGDOM						
Postal Code:	W1B 5PT						
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>11891250</td></tr></tbody></table>	Property Type	Number	Application Number:	11891250			
Property Type	Number						
Application Number:	11891250						
CORRESPONDENCE DATA							
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ATTORNEY DOCKET NUMBER:	066371-0064						
NAME OF SUBMITTER:	Andrew D. Mickelsen, Reg. No. 50,957						
Total Attachments: 2 source=0663710064Assignment#page1.tif source=0663710064Assignment#page2.tif							

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PATENT

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REEL: 020003 FRAME: 0097

**ASSIGNMENT**

In consideration of the premises and other good and valuable consideration in hand paid, the receipt and sufficiency of which is hereby acknowledged, the undersigned,

- (1) Tom ELGAR \_\_\_\_\_  
(2) Adam ELGAR \_\_\_\_\_

who have made a certain new and useful invention, hereby sell, assign and transfer unto

SERVERSIDE GROUP LIMITED

16 Kingly Street

London W1B 5PT

United Kingdom

its successors and assigns (hereinafter designated "ASSIGNEE") the entire right, title and interest for the United States of America as defined in 35 U.S.C. 100 in the invention entitled

AFFINITY GROUP

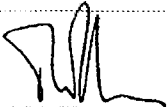

(a) for which an application for United States Letters Patent was filed on August 8, 2007, and identified by United States Application No. 11/891,250; or

(b) for which an application for United States Letters Patent was executed on ,

and the undersigned hereby authorize and request the United States Commissioner for Patents and Trademarks to issue any and all United States Letters Patent which may be granted therefor and any and all extensions, divisions, reissues, substitutes, renewals, continuations, or continuations-in-part thereof, and the right to all benefits under the International Convention for the Protection of Industrial Property to the said ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives; the undersigned agree that the attorneys of record in said application shall hereafter act on behalf of said ASSIGNEE;

AND the undersigned hereby agree to transfer a like interest, and to render all necessary assistance in making application for and obtaining original, divisional, reissued or extended Letters Patent of the United States, upon request of the said ASSIGNEE, its successors, assigns and legal representatives, and without further remuneration, in and to any improvements, and applications for patent based thereon, growing out of or related to the said invention; and to execute any papers by the said ASSIGNEE, its successors, assigns and legal representatives, deemed essential to ASSIGNEE's full protection and title in and to the invention hereby transferred.

SIGNED on the dates indicated aside our signatures:

	INVENTORS	DATE SIGNED
1)	 Name: Tom ELGAR	27/9/07
2)	 Name: Adam ELGAR	28/9/07

ORC 422153-1.066371.0064  
8/29/07