

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
FatBubble, Inc.	06/09/2008

RECEIVING PARTY DATA

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State/Country:	CALIFORNIA
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PROPERTY NUMBERS Total: 1

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PATENT
REEL: 021064 FRAME: 0711

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Property Type	Number
Patent Number:	7080139

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ATTORNEY DOCKET NUMBER:	FATB 0001
NAME OF SUBMITTER:	Ernest J. Beffel, Jr.

Total Attachments: 1 source=FATB_Assign#page1.tif
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ASSIGNMENT

THIS ASSIGNMENT, by FatBubble, Inc., a corporation duly organized under and pursuant to the laws of Delaware and having its principal place of business at 2817 Lincoln Way, San Francisco, CA 94122 (hereinafter referred to as the assignor) respectively witnesseth:

WHEREAS, said assignor has invented certain new and useful improvements in METHODS AND APPARATUS FOR SELECTIVELY SHARING AND PASSIVELY TRACKING COMMUNICATION DEVICE EXPERIENCES, set forth in U.S. Patent No. 7,080,139, issued July 18, 2006;

WHEREAS, Darren P. Briggs, Brady O. Bruce, Michael W. Mitchel and Emile L. Reed IV (hereinafter referred to as the assignees) are each desirous of acquiring an equal and undivided interest in and to said Letters Patent of the United States, and in and to any Letters Patent or Patents, United States or foreign, to be obtained therefor and thereon.

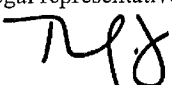
NOW, THEREFORE, in consideration of good and sufficient consideration, the receipt of which is hereby acknowledged, said assignor has sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto said assignees, their successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions, application for Letters Patent, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor and thereon, and in and to any and all divisions, continuations and continuations-in-part of said application, or reissues or extensions of said Letters Patent or Patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by said assignees, for their own use and the use of their successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by the assignor, had this sale and assignment not been made;

AND for the same consideration, said assignor hereby covenants and agrees to and with said assignees, their successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, said assignor is the sole and lawful owner of the entire right, title and interest in and to said inventions and the application for Letters Patent above-mentioned, and that the same are unencumbered and that said assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth; AND

for the same consideration, said assignor hereby covenants and agrees to and with said assignees, their successors, legal representatives and assigns, that said assignor will, whenever counsel of said assignees, or the counsel of their successors, legal representatives and assigns, shall advise that any proceeding in connection with said inventions, or said application for Letters Patent, or any proceeding in connection with Letters Patent for said inventions in any country, including interference proceedings, is lawful and desirable, or that any division, continuation or continuation-in-part of any application for Letters Patent or any reissue or extension of any Letters Patent, to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of Letters Patent for said inventions, without charge to said assignees, their successors, legal representatives and assigns, but at the cost and expense of said assignees, their successors, legal representatives and assigns.

9 June 2008

Date



Brady O. Bruce
Chief Executive Officer
FatBubble, Inc.