Ропп РТО-1595 (Rev. 09-08) ОМВ No. 0651-0027 (exp. 10/31/2008)	U.S. DEPARTMENT OF COMMERCE United States Patent and Trademark Office
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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.	
1. Name of conveying party(ies) Catherine Sadler Group	2. Name and address of receiving party(les) Name: <u>MerchSource, LLC</u> Internal Address:
Additional name(s) of conveying party(ies) attached? Yes V No 3. Nature of conveyance/Execution Date(s): Execution Date(s) 01/25/2009	Street Address: 19517 Pauling
Assignment Merger Security Agreement Change of Name Joint Research Agreement	City:California
Government Interest Assignment Executive Order 9424, Confirmatory License Other	Country: U.SZip: <u>92610</u> Additional name(s) & address(es) attached? Yes 🔽 No
A. Patent Application No.(s) 29/325,579	document is being filed together with a new application. B. Patent No.(s) ached? Yes No
5. Name and address to whom correspondence concerning document should be mailed:	6. Total number of applications and patents involved: 1
Name: <u>Jennifer H. Hamilton</u> Internal Address:	7. Total fee (37 CFR 1.21(h) & 3.41) \$ <u>40.00</u>
Street Address: The Eclipse Group LLP 10605 Balboa Blvd., Suite 300	<ul> <li>Enclosed</li> <li>None required (government interest not affecting title)</li> <li>8. Payment Information</li> </ul>
City: Granada Hills	o. Fayment information
State: CA Zip: 91344	
Phone Number: (818) 488-8141	Deposit Account Number 50-2542
Fax Number: (818) 332-4205 Email Address: jhh@eclipsgrp.com	Authorized User Name Jennifer H. Hamilton
9. Signature: Jennier H. Hamilton Name of Person Signing Documents to be recorded (including cover shee	Total number of pages including cover 4

Meil Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

Atty. Docket: MS08015USDP

PATENT

## ASSIGNMENT

This Assignment ("Assignment") shall be effective as October 2, 2008 ("Effective Date") by and between:

Catherine Sadler Group, a Sole Proprietorship, having a principal place of business at 180 Varick Street, Suite 1207, New York, NY 10014 ("ASSIGNOR"); and

MerchSource, LLC, a California Limited Liability Company, having a principal place of business at 19517 Pauling, Foothill Ranch, CA 92610 ("ASSIGNEE").

## 1.0 BACKGROUND

1.1 ASSIGNOR, through ASSIGNOR'S employees or contractors, designed and developed certain new and useful improvements as described and set forth in an application for Letters Patent of the United States titled "DIGITAL PHOTO ALBUM," U.S. Patent Application Serial No. 29/325,579 filed on October 2, 2008. The subject matter of this patent application shall be referred to as the "Invention."

1.2 By agreement between the parties, ASSIGNOR and ASSIGNEE agreed that ASSIGNOR would assign any and all of ASSIGNOR'S right, title and interest in the Invention, including any related intellectual property right, including copyright, to ASSIGNEE.

1.3 For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR is executing this Assignment to formally transfer to ASSIGNEE all right, title and interest in and to the Invention and all Letters Patent that may be granted from the Invention in the United States or any foreign country.

## 2.0 ASSIGNMENT

2.1 ASSIGNOR sells, assigns and transfers to ASSIGNEE the full and exclusive right, title and interest in and to the Invention and all Letters Patent that may be granted from the Invention in the United States, including any continuation, division, renewal, substitute or reissue thereof for the full term or terms for which the patents may be granted. ASSIGNOR does hereby assign all right, title and interest in and to the Invention, including all intellectual property rights and copyrights in the Invention, to ASSIGNEE.

2.2 ASSIGNOR also assigns all of ASSIGNOR'S right, title and interest in and to the Invention in all foreign countries, including the right to apply for a patent or related legal rights in any foreign country and the right to all current and further applications for patents or related legal rights for the Invention, including the right to claim International Convention priority.

2.3 ASSIGNOR grants to ASSIGNEE the right to file applications on any aspect of the Invention in the name of ASSIGNOR, in the name of ASSIGNEE, or otherwise, as ASSIGNEE may deem advisable.

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Atty. Docket: MS08015USDP

PATENT

2.4 ASSIGNOR further transfers and assigns to ASSIGNEE all causes of action, rights, and remedics arising under any such patent, related legal rights, or application prior to or after the Effective Date of this Agreement.

2.5 ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment of the Invention and all the related patents and patent applications filed therefrom.

2.6 ASSIGNOR further covenants that, upon ASSIGNEE'S request, ASSIGNOR will promptly provide ASSIGNEE with all pertinent facts and documents relating to the Invention, and patents or patent applications as may be known and accessible to ASSIGNOR and ASSIGNOR will testify as to the same in any interference or litigation process related to the Invention or any Letters Patent, patent application, or related legal rights, related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain and enforce the Invention and any patents or patent applications relating to the Invention as may be reasonably necessary or desirable.

The terms, covenants and provisions of this Assignment shall inure to the benefit of ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon ASSIGNOR, ASSIGNOR'S heirs, legal representatives and assigns.

1/25/09 Date

CATHERINE SADLER GROUP By

Name: Catherine Sadler Title:

Serial No. 29/325,579

RECORDED: 02/11/2009

PATENT REEL: 022246 FRAME: 028

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