

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Thomas Pinckney	07/16/2009
Chris Dixon	07/16/2009
Matthew R. Gattis	07/16/2009
RECEIVING PARTY DATA	
Name:	Hunch Inc.
Street Address:	54 W 21st Street, Suite 1001
City:	New York
State/Country:	NEW YORK
Postal Code:	10010
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12483768
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NAME OF SUBMITTER:	Robert A. Mazzaresse
Total Attachments: 2 source=GDPL-0001-P02_072109_Executed Assignment#page1.tif source=GDPL-0001-P02_072109_Executed Assignment#page2.tif	

CH \$40.00 12483768

App. No. 12/483,768

Attorney Docket No. GDPL-0001-P02

ASSIGNMENT

WHEREAS, each of the Undersigned has developed certain inventions described in a U.S. patent application No. 12/483,768, filed June 12, 2009, and entitled:

INTERACTIVE COMPUTING ADVICE FACILITY

and has full right to convey his or her entire interest to the ASSIGNEE, both legal and equitable, in and to the inventions free from all prior assignments, agreements, licenses, mortgages, security interests, or other encumbrances whatsoever; and

WHEREAS, Hunch Inc. ("ASSIGNEE"), an entity organized and existing under the laws of the state of Delaware, and having a place of business at 54 W 21st Street, Suite 1001, New York, NY, 10010, is desirous of acquiring the entire right, title, and interest in and to the invention or inventions and any and all patents to be obtained therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each of the Undersigned, each of the Undersigned hereby sells, assigns and transfers unto the ASSIGNEE, its successors and assigns, his or her entire right, title and interest in and to the invention or inventions, as described in the above application and all applications resulting therefrom, including any and all conversions, divisions, continuations, continuations-in-part, substitute applications, and reissues or extensions thereof; and all resulting patents in any jurisdiction worldwide.

AND each of the Undersigned hereby authorizes and requests the issuing authority to issue any and all patents issuing from any of the forgoing to the ASSIGNEE or its successors and assigns.

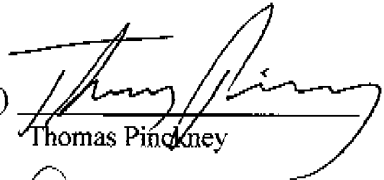
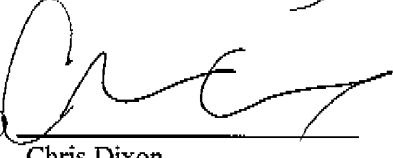

AND each of the Undersigned agrees that the attorney/agent of record in the application shall hereinafter act on behalf of the ASSIGNEE.

AND, each of the Undersigned further agrees, without any further payment or compensation by the ASSIGNEE or its successors and assigns, to communicate to the ASSIGNEE, its representatives or agents or its successors and assigns, any facts relating to the invention or inventions including evidence for interference purposes or for other legal proceedings whenever requested; to testify in any interference or other legal proceedings, whenever requested; to execute and deliver, on request, all lawful papers required to make any of the foregoing provisions effective; and to generally do everything possible to aid the ASSIGNEE, its successors or assigns and nominees to secure, obtain and enforce proper patent protection for the invention or inventions in this or any foreign country.

App. No. 12/483,768

Attorney Docket No. GDPL-0001-P02

The undersigned hereby authorizes the attorney(s) and agent(s) associated with Patent Office Customer Number 43520, to insert hereon any further information necessary or desirable for recordation of this document.

<u>Inventors</u>	<u>Date signed</u>	<u>Witness(es)</u>
1)  Thomas Pinckney	<u>7/16/2009</u>	<u>Jim Furdell</u>
2)  Chris Dixon	<u>7/16/2009</u>	<u>Jim Furdell</u>
3)  Matthew R. Gattis	<u>7/16/2009</u>	<u>Jim Furdell</u>