

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Stephen Randall	09/29/2009
RECEIVING PARTY DATA	
Name:	LocaModa, Inc.
Street Address:	160 Sidney Street
City:	Cambridge
State/Country:	MASSACHUSETTS
Postal Code:	02139
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12556394
CORRESPONDENCE DATA	
Fax Number:	(617)443-0004
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	dgreenaway@sunsteinlaw.com
Correspondent Name:	George J. Jakobsche
Address Line 1:	125 Summer Street
Address Line 2:	Sunstein Kann Murphy & Timbers LLP
Address Line 4:	Boston, MASSACHUSETTS 02110
ATTORNEY DOCKET NUMBER:	03244/00111
NAME OF SUBMITTER:	George J. Jakobsche
Total Attachments: 2 source=dcg3244111_Assignment#page1.tif source=dcg3244111_Assignment#page2.tif	

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PATENT  
REEL: 023314 FRAME: 0970

ASSIGNMENT

ASSIGNOR: Stephen Randall

ASSIGNEE: LocaModa, Inc.  
160 Sidney Street  
Cambridge, MA 02139

STATE OF INCORPORATION OF ASSIGNEE: Massachusetts

INVENTION: Automatic Content Retrieval Based on Location-Based Screen Tags

ATTORNEY DOCKET: 3244/111

SERIAL NO: 12/556,394

FILING DATE: September 9, 2009

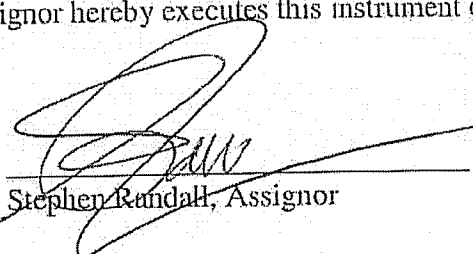
Assignor is the sole inventor (if only one inventor is listed above) or a joint inventor (if more than one inventor is listed above) of the above invention (the "Invention") described in a United States patent application (the "Application") bearing the above attorney docket number and having as a title the above name for the Invention. The Application has a Patent and Trademark Office filing date and serial number as indicated above, or if no filing date and serial number are shown, has a Declaration executed by Assignor contemporaneously with this Assignment.

For valuable consideration, receipt of which is acknowledged, each Assignor hereby assigns to Assignee (which term shall include Assignee's successors and assigns), all of Assignor's right, title and interest in the Invention, all improvements therein, the Application and all priority rights arising therefrom, and any patents, and any reissues and extensions thereof, which issue in any country upon any patent applications which correspond with any of the following: the Application, any divisional, continuation-in-whole, or substitute United States application which is based on the Application; or any continuation-in-part United States application (including divisions, continuations-in-whole or -in-part, and substitutions thereof or therefor) based in-part on any of the above described applications.

Each Assignor further agrees that such Assignor and Assignor's heirs and legal representatives will, without further consideration, cooperate with Assignee in the prosecution of all of the above applications, execute, verify, acknowledge and deliver all such further papers, including applications for patents and for reissues and extensions therefor, and instruments of assignment and transfer thereof, and will communicate any facts known to Assignor relating to the Invention, to obtain or maintain or enforce patents for the Invention and improvements therein in any and all countries and to vest title thereto in Assignee. Each Assignor further agrees that such Assignor will, without further compensation to Assignor during the term of such Assignor's employment by Assignee and thereafter for reasonable compensation as determined by Assignee, perform such other acts as may be reasonably required when requested by Assignee, including attending depositions, preparing and executing declarations and affidavits and testifying as a witness, to obtain or maintain or enforce patents for the Invention and improvements therein in any and all countries and to vest title thereto in Assignee.

IN WITNESS WHEREOF, each Assignor hereby executes this instrument on the date set forth below.

Date: 9/29/09

  
Stephen Randall, Assignor

COMMONWEALTH OF MASSACHUSETTS

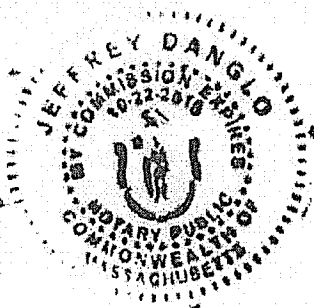
County of Middlesex, ss.

9/29/, 2009

On this 29th day of SEPTEMBER, 2009, before me, the undersigned notary public, personally appeared Stephen Randall, proved to me through satisfactory evidence of identification, which consisted of MA LIC, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he/she signed it voluntarily for its stated purpose.

Seal

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Jeffrey Dangle Jeffrey Dangle  
Notary Public

My commission expires: 10/22/2015