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Atty Ref/Docket No.: 2043.767US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

John Tapley, Eric J. Farraro

Additional name(s) of conveying party(ies) attached?

[] Yes [X] No

2. Name and address of receiving party(ies):

Name: eBay Inc.

Street Address: 2145 Hamilton Avenue

City: San Jose State: CA Zip: 95125

Country: United States of America

3. Nature of conveyance:

Additional name(s) & address(es) attached? [] Yes [X] No

[X] Assignment [] Merger

[] Security Agreement [] Change of Name

[] Other

Execution Date: December 18, 2009, December 18, 2009

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

B. Patent No.(s)

Serial No. 12/644,957, filed December 22, 2009

Additional numbers attached? [] Yes [X] No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Elena B. Dreszer

Address:

Schwegman, Lundberg & Woessner, P.A.

P.O. Box 2938

Minneapolis, MN 55402-0938

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

[] Enclosed

[X] Authorized to be charged to deposit account
19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Elena B. Dreszer/Reg. No. 55.128

/Elena Dreszer/

01-08-10

Name of Person Signing

Signature

Date

Total number of pages including cover sheet: 5

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PATENT
REEL: 023776 FRAME: 0551

CH \$40.00 190743 12644957

Attorney Docket No. 2043.767US1
Client Ref. No. P990US1

ASSIGNMENT

WHEREAS, We, John Tapley, residing at 2785 S. Bascom Ave., #30, Campbell, CA 95008, and Eric J. Farraro, residing at 3442 Hostetter Road, San Jose, CA 95132, made certain new and useful inventions and improvements which are described in an application for U.S. Letters Patent entitled AUGMENTED REALITY SYSTEM METHOD AND APPARTUS FOR DISPLAYING AN ITEM IMAGE IN ACONTEXTUAL ENVIRONMENT:

WHEREAS, We hereby authorize and request the attorneys, representing eBay Inc. on this application, at Schwegman, Lundberg & Woessner, P.A., located at 121 South Eighth Street, Suite 1600, Minneapolis, MN 55402, to insert here in parentheses (Ser. No. 1244931 ; Filing Date: Dec 22 2009 the filing date and application number of said application when known.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned do hereby:

SELL, ASSIGN AND TRANSFER to eBay Inc. (the "Assignee"), a corporation of the State of Delaware, having a place of business at 2145 Hamilton Avenue, San Jose, CA 95125, the entire right, title and interest for the United States and all foreign countries in and to: any and all inventions and improvements which are disclosed in the identified application for U.S. Letters Patent, and which may be further identified below; such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries on any of such inventions and/or improvements (including any applications for utility models); all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such inventions and/or improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and to claim priority based on the identified application;

AUTHORIZE AND REQUEST that any attorney associated with U.S. PTO Customer No. 49845 may (directly or through his/her designee) delete, insert, or alter any information identifying this application, or any related application, below, after execution of this Assignment;

Additional Application Information

No Provisional claim for priority is being made at this time.

No U.S. Non-Provisional claim for priority is being made at this time.

No International or foreign claim for priority is being made at this time.

Assignment

Client Ref. No. P990US1

Assignors: John Tapley et al.

Title: AUGMENTED REALITY SYSTEM METHOD AND APPARATUS FOR DISPLAYING AN ITEM IMAGE IN A CONTEXTUAL ENVIRONMENT

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Docket No: 2043.767US1

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and/or property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment the undersigned will (1) execute all provisional, non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such improvements in the Assignee, or for securing, maintaining and enforcing proper patent protection for such improvements;

THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned, and is to extend to the benefit of the successors, assigns and nominees of the Assignee.

AGREED as of the date of my signature below:

Inventor: 1:

(Signature):

Name: John Tapley

Date:

12/18/2009

Docket No: 2043.767US1

Assignment

Client Ref. No. P990US1

Assignors: John Tapley et al.

Title: AUGMENTED REALITY SYSTEM METHOD AND APPARATUS FOR DISPLAYING AN ITEM IMAGE IN

ACONTEXTUAL ENVIRONMENT

Page 3 of 3

Inventor: 2:(Signature): Eric J. Farraro

Name: Eric J. Farraro

Date: 12/18/2007

**SCHWEGMAN • LUNDBERG • WOESSNER**
PATENT PROTECTION FOR HIGH TECHNOLOGY

P.O. Box 2938
Minneapolis, MN 55402
Telephone (612) 373-6900 Facsimile (612) 339-3061

Date: 1/13/2010Time: 9:28 am
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TO: Commissioner for Patents
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FROM: Elena B. DreszerOUR REF: 2043.767US1**FAX NUMBER 571-273-0140*****Please deliver to Assignment Recordation Services***

Document(s) Transmitted: **Assignment (3 pgs.), Recordation Form Cover Sheet (1 pg.),**
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In re. Patent Application of: John Tapley et al.Examiner: UnknownSerial No.: 12/644,957Group Art Unit: UnknownFiled: December 22, 2009Docket No.: 2043.767US1Title: AUGMENTED REALITY SYSTEM METHOD AND APPARTUS FOR DISPLAYING
AN ITEM IMAGE IN A CONTEXTUAL ENVIRONMENT

Please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

By: /Elena Dreszer/
Name: Elena B. Dreszer
USPTO Reg. No. 55,128

I hereby certify that this paper is being transmitted by facsimile to the U.S. Patent and Trademark Office on the date shown below.

Melissa Marsh
Melissa Marsh

1/13/2010
Date of Transmission