

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Glynne Casteel</td> <td>02/16/2010</td> </tr> <tr> <td>Greg Neal</td> <td>02/16/2010</td> </tr> <tr> <td>Ron Hill</td> <td>01/01/2010</td> </tr> </tbody> </table>		Name	Execution Date	Glynne Casteel	02/16/2010	Greg Neal	02/16/2010	Ron Hill	01/01/2010				
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RECEIVING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>TruEffect, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>590 Burbank Street</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 255</td> </tr> <tr> <td>City:</td> <td>Broomfield</td> </tr> <tr> <td>State/Country:</td> <td>COLORADO</td> </tr> <tr> <td>Postal Code:</td> <td>80020</td> </tr> </table>		Name:	TruEffect, Inc.	Street Address:	590 Burbank Street	Internal Address:	Suite 255	City:	Broomfield	State/Country:	COLORADO	Postal Code:	80020
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CORRESPONDENCE DATA													
<p>Fax Number: (720)377-0777</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 720-377-0770</p> <p>Email: jweck@hkh-law.com</p> <p>Correspondent Name: Eric Drennan, HENSLEY KIM & HOLZER, LLC</p> <p>Address Line 1: 1660 LINCOLN STREET, SUITE 3000</p> <p>Address Line 4: DENVER, COLORADO 80264</p>													
ATTORNEY DOCKET NUMBER:	167-010-USP												
NAME OF SUBMITTER:	Eric R. Drennan												
<p>Total Attachments: 3</p> <p>source=Executed_Assignment#page1.tif</p>													

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PATENT
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial Number..... 12/629,842
Filing DateDecember 2, 2009
Inventorship..... Casteel et al.
Applicant TruEffect, Inc.
Attorney's Docket No. 167-010-USP
Title: COOKIE DERIVATIVES

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Glynne Casteel
2631-A West 106th Loop
Westminster, Colorado 80234
United States

Greg Neal
1694 Muirfield Lane
Evergreen, Colorado 80234
United States

Ron Hill
92 East 14th Place
Broomfield, Colorado 80020
United States

Assignee:

TruEffect, Inc.
590 Burbank Street
Suite 255
Broomfield, Colorado 80020
United States

WHEREAS, Assignor(s) (listed above) are inventor(s) of certain new and useful inventions and improvements claimed and described in an application for Letters Patent of the United States entitled "Cookie Derivatives" and referenced above, as well as provisional patent application entitled "Apparatus and Methodology for Cookie

Derivatives", U.S. Provisional Patent Application No. 61/119,311, filed December 2, 2008 (collectively, the "Applications");

AND WHEREAS, Assignee, a corporation organized and existing under and by virtue of the laws of the State of Colorado, and having an office and place of business indicated above, is desirous of acquiring the entire right, title and interest in and to said inventions and improvements and in and to the applications, and in and to any letters patent to be obtained therefrom;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor(s) have sold, assigned, and transferred, and by these presents do sell, assign, and transfer unto said Assignee, its successors or assigns, the entire right, title, and interest in and to said inventions and improvements, said applications, and any and all letters patent which may be granted for said invention and improvements in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of Assignee and to claim priority rights deriving from said United States applications to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said inventions and improvements, applications and all letters patent on said invention and improvements to be held and enjoyed by Assignee and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by Assignor(s) had this assignment, transfer and sale not been made. Assignor(s) hereby authorize and request the Commissioner of Patents to issue all letters patent on said invention to Assignee;

AND, for the consideration aforesaid, Assignor(s) do hereby agree that each Assignor and his/her executors and legal representatives will make, execute, and deliver any and all other instruments and documents in writing including any and all further applications papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to me relating to said inventions and improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable to more

effectually secure and vest in said Assignee, its successors or assignees the entire right, title and interest in and to the improvements, inventions, applications, letters patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be;

AND, furthermore, Assignor(s) covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the Assignor(s) and that full right to convey the same as herein expressed is possessed by the Assignor(s).

FEB 16, 2010
Date

Glynnne Casteel
Glynnne Casteel

FEB 16, 2010
Date

[Signature]
Greg Neal

JAN 1, 2010
Date

[Signature]
Ron Hill