

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Linda Smith	01/22/2010
Clayton Nicholas Graff	01/22/2010
John Szeder	01/22/2010
RECEIVING PARTY DATA	
Name:	FaceCake Marketing Technologies, Inc.
Street Address:	23975 Park Sorrento, Suite 220
City:	Calabasas
State/Country:	CALIFORNIA
Postal Code:	91302
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12714518
CORRESPONDENCE DATA	
Fax Number:	(650)213-0293
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	650.812.1300
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Correspondent Name:	Manatt, Phelps, & Phillips LLP
Address Line 1:	1001 Page Mill Rd Building 2
Address Line 2:	23528-034
Address Line 4:	Palo Alto, CALIFORNIA 94304
ATTORNEY DOCKET NUMBER:	23528-034
NAME OF SUBMITTER:	Pamela S. Merkadeau

Total Attachments: 3
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**PATENT
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ASSIGNMENT OF PATENT APPLICATION

WHEREAS, We, **Linda Smith, Clayton Nicholas Graff, and John Szeder**, (hereinafter referred to as “**ASSIGNORS**”), have invented a certain invention entitled **IMAGE TRANSFORMATION SYSTEMS AND METHODS** for which application for Letters Patent of the United States of America is filed herewith, and;

WHEREAS, **FaceCake Marketing Technologies, Inc.**, a corporation organized and existing under and by virtue of the laws of the **California** and having its place of business **23975 Park Sorrento Suite 220, Calabasas, California 91302** (hereinafter referred to as “**ASSIGNEE**”), is desirous of acquiring the exclusive right, title and interest in, to and under said invention and in, to and under any Patent or similar legal protection to be obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, **ASSIGNOR** hereby sells, assigns, transfers and sets over unto the said **ASSIGNEE**, its successors and assigns, the full and exclusive right, title and interest to said invention and to all Letters Patent or application or similar legal protection, not only in the United States and its territorial possessions, but in all countries foreign thereto to be obtained for said invention by said application, and to any continuation, division, continuation in part, renewal, substitute, reissue or reexamination thereof or any legal equivalent thereof in the United States or a foreign country for the full term or terms for which the same may be granted, including all priority rights under the International Convention; and **ASSIGNOR** hereby authorizes and requests the United States Commissioner of Patents and Trademarks and any officials of foreign countries whose duty it is to issue patents or any legal equivalent thereof to said **ASSIGNEE**, its successors and assigns, in accordance with this Assignment.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Agreement; and

ASSIGNOR further covenants that **ASSIGNEE** will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents as may be known and accessible to **ASSIGNOR** and will testify as to

the same in any interference or litigation 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, issue and enforce said application, said invention and said Letters Patent and said equivalents in the United States or in any foreign country, which may be necessary or desirable to carry out the purposes thereof.

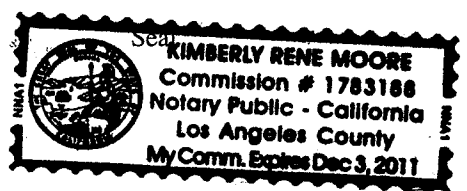
Executed this 22 day of January, 2010 at Los Angeles, CA

Linda Smith
LINDA SMITH

State of California SS:
County of Los Angeles

Before me personally appeared said Linda Smith and acknowledged the foregoing instrument to be his/her free act and deed this 22nd day of January, 2010

Kimberly Rene Moore
(Notary Public)



Executed this 22 day of January, 2010 at Los Angeles, CA

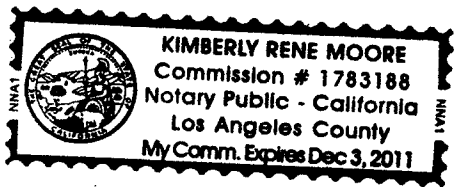
Clayton Nicholas Graff
CLAYTON NICHOLAS GRAFF

State of California SS:
County of Los Angeles

Before me personally appeared said Clayton Nicholas Graff and acknowledged the foregoing instrument to be his/her free act and deed this 22nd day of January, 2010

Kimberly Rene Moore
(Notary Public)

Seal



Executed this 22 day of January, 2010 at Los Angeles California.

[Signature]

JOHN SZEDER

State of California) SS:
County of Los Angeles)

Before me personally appeared said John Szeder and acknowledged the foregoing instrument to be his/her free act and deed this 22nd day of January, 2010

Seal

Kimberly Rene Moore

(Notary Public)

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