

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
William Charles Mortimore Jr.	04/20/2010
RECEIVING PARTY DATA	
Name:	Rearden Commerce, Inc.
Street Address:	1051 E. Hillsdale Boulevard
Internal Address:	Sixth Floor
City:	Foster City
State/Country:	CALIFORNIA
Postal Code:	94404
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11549965
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	076840-206302/US
NAME OF SUBMITTER:	John P. Ward
Total Attachments: 1 source=Assignment#page1.tif	

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PATENT ASSIGNMENT

WHEREAS, I, William Charles Mortimore, Jr., am the sole inventor of the inventions listed below, for which the following applications for United States Patents have been filed in the U.S. Patent and Trademark Office.

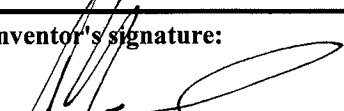
1. "Method and System for Fine and Coarse-Grained Authorization of Personal Feed Contents," U.S. Patent Application Serial No. 11/549,950, filed October 16, 2006.
2. "Method and System for Preferred Vendor Pre-Transaction Bidding," U.S. Patent Application Serial No. 11/549,953, filed October 16, 2006.
+ 11/549,965
3. "System and Method for Contextualized Interactive Maps for Finding and Booking Services," U.S. Patent Application Serial No. 11/549,967, filed October 16, 2006.

WHEREAS, Rearden Commerce, Inc., hereinafter referred to as ASSIGNEE, a corporation organized and existing under the laws of the state of California, and having its principal place of business at 1051 E. Hillsdale Boulevard, Sixth Floor, Foster City, CA 94404, is desirous of acquiring the entire interest in, to and under said inventions and in, to and under Letters Patent or similar legal protection to be obtained therefore in the United States and in any and all foreign countries.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, I hereby sell, assign and transfer to ASSIGNEE for receipt of which is hereby acknowledged, the full and exclusive right, title and interest to said inventions in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said inventions by said application or any continuation, continuation-in-part, divisional, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted.

I HEREBY COVENANT that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale; and

I FURTHER COVENANT that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said applications, said inventions and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to me and I 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 applications, said inventions and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

Full name of inventor: William Charles Mortimore, Jr.	Inventor's signature: 	Date: 4/20/10
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