

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Paul Harrison</td> <td>05/05/2010</td> </tr> <tr> <td>James Oliphant</td> <td>04/26/2010</td> </tr> <tr> <td>Hal Fulton</td> <td>04/26/2010</td> </tr> <tr> <td>Armin Roehrl</td> <td>05/05/2010</td> </tr> <tr> <td>Brenden Grace</td> <td>05/21/2010</td> </tr> </tbody> </table>		Name	Execution Date	Paul Harrison	05/05/2010	James Oliphant	04/26/2010	Hal Fulton	04/26/2010	Armin Roehrl	05/05/2010	Brenden Grace	05/21/2010
Name	Execution Date												
Paul Harrison	05/05/2010												
James Oliphant	04/26/2010												
Hal Fulton	04/26/2010												
Armin Roehrl	05/05/2010												
Brenden Grace	05/21/2010												
<b>RECEIVING PARTY DATA</b>													
Name:	Collective Media, Inc.												
Street Address:	254 West 31st Street												
Internal Address:	12th Floor												
City:	New York												
State/Country:	NEW YORK												
Postal Code:	10001												
<b>PROPERTY NUMBERS Total: 1</b>													
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12694536</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12694536								
Property Type	Number												
Application Number:	12694536												
<b>CORRESPONDENCE DATA</b>													
Fax Number:	(215)963-5001												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	2159635091												
Email:	cmatticks@morganlewis.com												
Correspondent Name:	Alison B. Weisberg												
Address Line 1:	Morgan Lewis & Bockius LLP												
Address Line 2:	1701 Market Street												
Address Line 4:	Philadelphia, PENNSYLVANIA 19103												
ATTORNEY DOCKET NUMBER:	068529-5004-US												

CH \$40.00 12694536

NAME OF SUBMITTER:

Alison B. Weisberg

**Total Attachments: 6**

source=20100702asgn#page1.tif

source=20100702asgn#page2.tif

source=20100702asgn#page3.tif

source=20100702asgn#page4.tif

source=20100702asgn#page5.tif

source=20100702asgn#page6.tif

## ASSIGNMENT

WHEREAS, WE the undersigned inventors, whose post office addresses are set forth below, have invented and own a certain invention entitled:

### METHOD AND SYSTEM FOR BEHAVIORAL CLASSIFICATION

for which an application for Letters Patent of the United States was filed on January 27, 2010 and assigned Serial No. 12/694,536.

WHEREAS, Collective Media, Inc., organized and existing under the laws of the State of New York and having a place of business at 254 West 31st Street, 12th Floor, New York, NY 10001, (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire interest in, to and under said invention and in, to and under said applications and said Letters Patent or similar legal protection to be obtained therefor 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, we hereby sell, assign and transfer to ASSIGNEE the full and exclusive right, title and interest to said invention 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 invention by said applications or any continuation, 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, including the right to claim priority thereto.

WE 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

WE FURTHER COVENANT 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 in foreign countries as may be known and accessible to me and we 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 invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I have hereunto set hand and seal this 5<sup>th</sup> day of May.

2010.

Signature:

*Paul Harrison*

Name Printed:

Paul Harrison

Post Office Address:

1036 Anson Drive

Keller, TX 76248

Citizenship:

USA

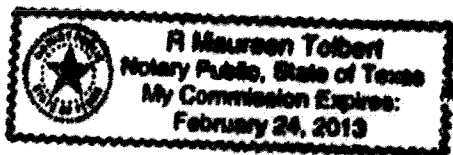
STATE OF )

) ss.

COUNTY OF )

BE IT KNOWN, that on this 5<sup>th</sup> day of MAY, 2010, before me personally came Paul Harrison, to me known to be the person mentioned in and who executed the foregoing assignment, and he acknowledged to me that he executed the same as his free act and deed for the use and purposes therein mentioned.

*R Maureen Tolbert*  
Notary Public



IN WITNESS WHEREOF, I have hereunto set hand and seal this \_\_\_\_\_ day of \_\_\_\_\_

2010.

Signature: *James Oliphant*

Name Printed: James Oliphant

Post Office Address: 1011 West 2600 North

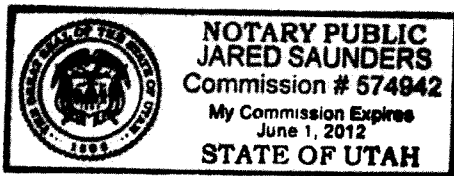
Pleasant Grove, UT 84062

Citizenship: USA

STATE OF Utah )  
 ) ss.  
 COUNTY OF Utah )

BE IT KNOWN, that on this 26 day of April, 2010, before me personally came James Oliphant to me known to be the person mentioned in and who executed the foregoing assignment, and he acknowledged to me that he executed the same as his free act and deed for the use and purposes therein mentioned.

*Jared Saunders*  
 Notary Public



IN WITNESS WHEREOF, I have hereunto set hand and seal this \_\_\_\_\_ day of \_\_\_\_\_

2010.

Signature:



Name Printed:

Hal Fulton

Post Office Address:

11417 Glen Falloch Court

Austin, TX 78754

Citizenship:

USA

STATE OF

)

) ss.

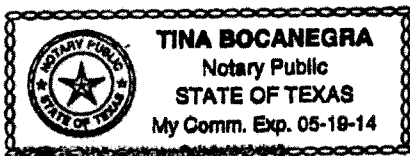
COUNTY OF

)

BE IT KNOWN, that on this 26<sup>th</sup> day of April, 2010, before me personally came Hal Fulton to me known to be the person mentioned in and who executed the foregoing assignment, and he acknowledged to me that he executed the same as his free act and deed for the use and purposes therein mentioned.



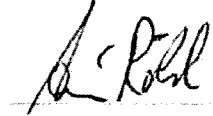
Notary Public



IN WITNESS WHEREOF, I have hereunto set hand and seal this \_\_\_\_\_ day of \_\_\_\_\_,

2010.

Signature: \_\_\_\_\_



Name Printed: \_\_\_\_\_

Armin Roehrl

Post Office Address: \_\_\_\_\_

Hauser Muehlberg 21

Koetzting, Germany 93444

Citizenship: \_\_\_\_\_

Germany

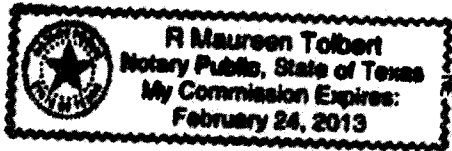
STATE OF \_\_\_\_\_ )

) ss.

COUNTRY OF \_\_\_\_\_ )


BE IT KNOWN, that on this 5<sup>th</sup> day of MAY, 2010, before me personally came Armin Roehrl to me known to be the person mentioned in and who executed the foregoing assignment, and he acknowledged to me that he executed the same as his free act and deed for the use and purposes therein mentioned.

  
Notary Public



IN WITNESS WHEREOF, I have hereunto set hand and seal this 21<sup>st</sup> day of May.

2010.

Signature:   
 Name Printed: Brenden Grace  
 Post Office Address: 1605 Oakleaf Lane  
 Charlottesville, VA 22903  
 Citizenship: USA

STATE OF Virginia )  
 ) ss.  
 COUNTRY OF Albemarle )

BE IT KNOWN, that on this 21<sup>st</sup> day of May, 2010, before me personally came Brenden Grace to me known to be the person mentioned in and who executed the foregoing assignment, and he acknowledged to me that he executed the same as his free act and deed for the use and purposes therein mentioned.

  
Notary Public

DARIN W. GARRISON
NOTARY PUBLIC
Commonwealth of Virginia
Reg. #101737
My Commission Expires <u>7-9-11</u>