

Form PTO-1595 (Rev. 01-09)  
OMB No. 0651-0027 (exp. 02/28/2009)

U.S. DEPARTMENT OF COMMERCE  
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## RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

<b>1. Name of conveying party(ies)</b> a) Oded Noy b) Jason McBride c) William Lepler d) Scott Painter Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>2. Name and address of receiving party(ies)</b> Name: <u>ZAG</u> Internal Address: _____ Street Address: <u>525 Broadway, Third Floor</u> City: <u>Santa Monica</u> State: <u>CA</u> Country: <u>US</u> Zip: <u>90401</u> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>3. Nature of conveyance/Execution Date(s):</b> Execution Date(s) <u>a-b) 3/18/10; c) 3/15/10; d) 3/18/10</u> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input type="checkbox"/> Other _____	<b>4. Application or patent number(s):</b> <input type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s)  12/655,462 (Atty Docket No. ZAG1100) B. Patent No.(s)  Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>5. Name and address to whom correspondence concerning document should be mailed:</b> Name: <u>Sprinkle IP Law Group (Cust. No. 44654)</u> Internal Address: _____ Street Address: <u>1301 W. 25th Street, Suite 408</u> City: <u>Austin</u> State: <u>Texas</u> Zip: <u>78705</u> Phone Number: <u>512-637-9220</u> Fax Number: <u>512-371-9088</u> Email Address: _____	<b>6. Total number of applications and patents involved:</b> <u>1</u> <b>7. Total fee (37 CFR 1.21(h) &amp; 3.41)</b> \$ <u>40.00</u> <input checked="" type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title) <b>8. Payment information</b> Deposit Account Number: <u>503183</u> Authorized User Name: <u>Katharina W. Schuster</u>
<b>9. Signature:</b> <u>Katharina W. Schuster</u> <u>Aug. 19, 2010</u> <div style="display: flex; justify-content: space-between;"> <div>           Signature            Katharina W. Schuster, Reg. No. 50,000            Name of Person Signing         </div> <div>           Total number of pages including cover sheet, attachments, and documents: <span style="border: 1px solid black; padding: 2px 10px;">3</span> </div> </div>	

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

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ATTORNEY DOCKET  
**ZAG1100**

PATENT APPLICATION

- 1 of 2 -

ASSIGNMENT

This Assignment is made by **Oded Noy of Mar Vista, CA; Jason McBride of Santa Monica, CA; William Lepler of Sherman Oaks, CA; Scott Painter of Bel Air, CA** ("Assignors").

WHEREAS, Assignors have invented a new and useful invention entitled "**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR PREDICTING VALUE OF LEAD**", for which an application for United States Letters Patent was made on **December 30, 2009**, bearing an application number of **12/655,462**; and

WHEREAS, Assignors believe themselves to be the original inventors of the invention including any and all improvements disclosed in said application ("Invention"); and

WHEREAS, the parties desire to have a recordable instrument assigning the entire right, title and interest in and to said Invention, said application, on any subsequently filed divisional, continuation, continuation-in-part, re-examination, reissue or other application for protection ("Applications"), and any patents, invention registrations or other forms of protection ("Patents") that may be granted for said Invention from any Applications in the United States and throughout the world;

NOW, THEREFORE, in accordance with the obligations to assign the Invention and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign, and transfer to **ZAG** having a principal place of business at **525 Broadway, Third Floor, Santa Monica, CA 90401** (hereinafter referred to as "Assignee"), the entire right, title, and interest in and to said Invention, said Applications and any Patents that may be granted for said Invention in the United States and throughout the world, including the right to file foreign applications directly in the name of the Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties, or otherwise.

Assignors agree that, upon request and without further compensation, but at no expense to Assignors, they and/or their legal representatives and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing, or enforcing the Patents in the United States and throughout the world for said Invention, and for perfecting, recording, or maintaining the title of Assignee, its successors and assigns, to said Invention, said application, and any Patents granted for said Invention in the United States and throughout the world.

Assignors represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted herein.

**PATENT**  
**REEL: 024905 FRAME: 0859**

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PATENT APPLICATION

- 2 of 2 -

Assignors authorize and request the Commissioner for Patents of the United States and of all foreign countries to issue any Patents granted for said Invention, whether on said application or on any subsequently filed divisional, continuation, continuation-in-part, re-examination, reissue or other application, to Assignee, its successors and assigns, as the assignee of the entire interest in said Invention.

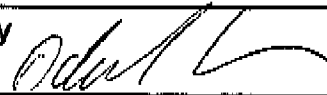
IN WITNESS WHEREOF, Assignors have executed this Assignment on the dates provided below.

Name of Sole/First Inventor:

Oded Noy

Signature:

Date:

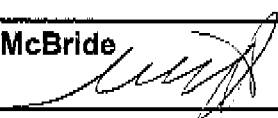
  
3/18/10

Name of Additional Inventor:

Jason McBride

Signature:

Date:

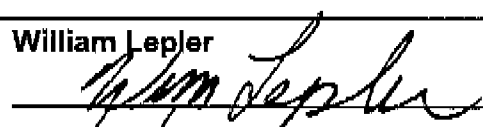
  
3/18/10

Name of Additional Inventor:

William Lepier

Signature:

Date:


  
3/15/2010

Name of Additional Inventor:

Scott Painter

Signature:

Date:

  
3/18/10