

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Alejandro Salmon Rock	09/09/2010
Manuel de Jesus Salmon Rock	09/09/2010
Manuel de Jesus Salmon Salazar	09/09/2010
RECEIVING PARTY DATA	
Name:	Triceratops Corp
Street Address:	4600 East Washington Street, Suite 300
City:	Phoenix
State/Country:	ARIZONA
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12878177
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ATTORNEY DOCKET NUMBER:	SALM.13339
NAME OF SUBMITTER:	Albert L. Schmeiser
Total Attachments: 1 source=BUSINESS_AND_SOCIAL_MEDIA_SYSTEM_Assignment#page1.tif	

CH \$40.00 12878177

ASSIGNMENT

We, Alejandro Salmon Rock, Aragón 119 col. Alamos Mexico D.f. 03400 Mexico, Manuel Salmon Rock, Aragón 119 col. Alamos Mexico D.f. 03400 Mexico, Manuel Salmon Salazar, Aragón 119 col. Alamos Mexico D.f. 03400 Mexico; represent that we have invented improvements in a new and useful **BUSINESS AND SOCIAL MEDIA SYSTEM** for which we have executed an application for Letters Patent of the United States of America.

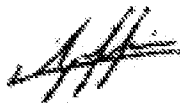
Triceratops Corp, a corporation organized and existing under the laws of the State of Delaware, having a place of business at 4600 East Washington Street, Suite 300, Phoenix, AZ 85034 (hereinafter called Triceratops), desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents to be obtained therefor;

For valuable consideration, the receipt and legal sufficiency of which we acknowledge, we have sold and do hereby sell, assign, transfer and set over unto Triceratops, its successors and assigns, the entire right, title and interest in and to the invention and all improvements thereon, in and to the application for letters patent thereon, in and to applications pertaining to or based upon the invention and application, including divisional and continuing applications and continuations-in-part, and in and to any and all letters patent which may be granted and issued on the invention and applications, or any of them, in the United States of America, its territories and possessions, and in all countries foreign thereto, together with and including all priority rights based upon any and all applications in the United States of America covered by this Assignment.

We also agree that we will, at the request of Triceratops, execute any and all applications for letters patent for the invention, execute any and all other papers and documents and do all other and further lawful acts that Triceratops may deem necessary or desirable to obtain letters patent on the invention, to secure the grant of such letters patent and to protect and vest in Triceratops the undivided interests in the right, title and interest in the invention, applications and letters patent.

We also authorize and empower Triceratops, its successors and assigns to apply for and obtain, in its or their own names, letters patent for the invention before competent International Authorities and in any and all countries foreign to the United States in which applications for letters patent can be so made or letters patent so obtained.

Signed at Mexico, Mexico City, 09 September, 2010
(city and state) (date)



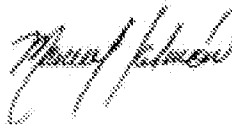
Alejandro Salmon Rock Inventor

Signed at Mexico, Mexico City, 09 September, 2010
(city and state) (date)



Manuel Salmon Rock Inventor

Signed at Mexico, Mexico City, 09 September, 2010
(city and state) (date)



Manuel Salmon Salazar Inventor