

**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>Eric H. Weiss</td> <td>10/22/2010</td> </tr> <tr> <td>Thaddeus R.F. Fulford-Jones</td> <td>10/22/2010</td> </tr> <tr> <td>Andrew Volpe</td> <td>10/22/2010</td> </tr> </tbody> </table>		Name	Execution Date	Eric H. Weiss	10/22/2010	Thaddeus R.F. Fulford-Jones	10/22/2010	Andrew Volpe	10/22/2010
Name	Execution Date								
Eric H. Weiss	10/22/2010								
Thaddeus R.F. Fulford-Jones	10/22/2010								
Andrew Volpe	10/22/2010								
<b>RECEIVING PARTY DATA</b>									
Name:	Cadio, Inc.								
Street Address:	One Marina Park Drive								
Internal Address:	14th Floor								
City:	Boston								
State/Country:	MASSACHUSETTS								
Postal Code:	02210								
<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>12910280</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12910280				
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Application Number:	12910280								
<b>CORRESPONDENCE DATA</b>									
Fax Number:	(617)646-8646								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	617-646-8000								
Email:	Scott.Whittemore@WolfGreenfield.com								
Correspondent Name:	Wolf Greenfield and Sacks								
Address Line 1:	600 Atlantic Avenue								
Address Line 2:	Attn: Andrew Tibbetts								
Address Line 4:	Boston, MASSACHUSETTS 02210								
ATTORNEY DOCKET NUMBER:	C1338.70000US02								
NAME OF SUBMITTER:	Andrew J. Tibbetts Reg. No. 65,139								
Total Attachments: 4									

OP \$40.00 12910280

**501359346**

**PATENT  
 REEL: 025399 FRAME: 0020**

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## ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned Assignor, hereby:

1. Sell, assign and transfer to Cadio, Inc., a Delaware corporation having a place of business at One Marina Park Drive; 14th Floor; Boston, Massachusetts 02210, its successors, assigns and legal representatives, all hereinafter referred to as the Assignee, my entire right, title and interest for the United States and all foreign countries, in and to any and all inventions and designs which are disclosed in the application for United States Letters Patent filed on October 22, 2010 under Serial No. 12/910,280, bearing Attorney Docket No. C1338.70000US02, and entitled ELECTRONICALLY CAPTURING CONSUMER LOCATION DATA FOR ANALYZING CONSUMER BEHAVIOR, and in and to the application and all corresponding provisional, non-provisional, divisional, continuing, substitute, renewal, reissue and all other applications for Letters Patent, utility models, industrial designs or similar intellectual property rights which have been or shall be filed in the United States, internationally, and in any foreign country, including but not limited to China, Japan and Korea, on any of the inventions; and in and to all original and reissued patents which have been or shall be issued in the United States or any other jurisdiction on the inventions, including the right to apply for patent rights in each foreign country and all rights to priority, including the right to claim priority for China, Japan and Korea, as well as the right to sue in its own name and recover damages for past infringement of any United States Letters Patent and foreign patent;
2. Agree that the Assignee may apply for and receive Letters Patent and utility model and industrial design registrations for the inventions in its own name; and when requested, without charge to but at the expense of the Assignee, I agree to carry out in good faith the intent and purpose of this assignment, by executing all non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent, utility model and industrial design applications on any and all the inventions, by executing all rightful oaths, assignments, powers of attorney and other papers, by communicating to the Assignee all facts known to me relating to the inventions and the history thereof, and generally by doing everything reasonably possible which the Assignee shall consider desirable for aiding in securing and maintaining proper protection for the inventions and for vesting title to the inventions and all applications for patents and all patents on the inventions, in the Assignee;
3. Request the Director of the United States Patent and Trademark Office and non-US patent authorities to issue the Letters Patent to the Assignee;
4. Authorize and request Wolf, Greenfield & Sacks, P.C. to supply any missing patent/application identification information or correct any errors in the patent/application identification information provided above, whether discovered prior to or after recordation;
5. Covenant with the Assignee that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by me and that full right to convey the same as herein expressed is possessed by me; and
6. Appoint Assignee, through its designee, my attorney-in-fact to execute, in my name and on my behalf, any and all documents required to effectuate this Assignment, specifically including, but not limited to, those documents specified above and any necessary corrective assignments.

This instrument is executed under seal and signed under the pains and penalties of perjury under the laws of the United States of America.

Date 10/22/10

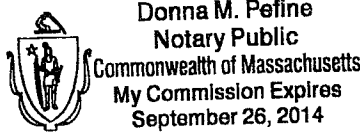
Inventor: *Eric H. Weiss*  
Eric H. Weiss  
Address: 5 Windom Street  
#2  
Somerville, Massachusetts 02144  
Citizenship: US

COMMONWEALTH OF MASSACHUSETTS  
COUNTY OF Suffolk:

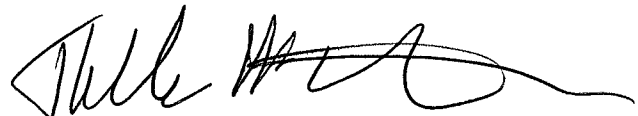
On this 22nd day of October, 2010, before me, the undersigned notary public, personally appeared Eric H. Weiss, proved to me through satisfactory evidence of identification, which were Personal Knowledge, to be the person who signed the preceding or attached document in my presence and swore or affirmed to me that the contents of the document are truthful and accurate to the best of (his) (her) knowledge and belief and acknowledged to me that (he) (she) signed it voluntarily for its stated purpose.

SEAL *Donna M. Pefine*  
Notary Public

My commission expires: 9/26/14



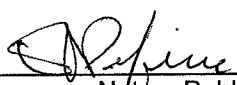
22 October, 2010  
Date




Inventor: Thaddeus R.F. Fulford-Jones  
Address: 38 Ossipee Road  
#2  
Somerville, Massachusetts 02144  
Citizenship: United Kingdom

COMMONWEALTH OF MASSACHUSETTS  
COUNTY OF Suffolk :

On this 22nd day of October, 2010, before me, the undersigned notary public, personally appeared Thaddeus R.F. Fulford-Jones, proved to me through satisfactory evidence of identification, which were personal knowledge, to be the person who signed the preceding or attached document in my presence and swore or affirmed to me that the contents of the document are truthful and accurate to the best of (his) (her) knowledge and belief and acknowledged to me that (he) (she) signed it voluntarily for its stated purpose.

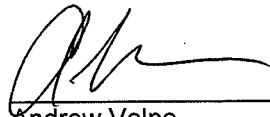
SEAL   
Notary Public

My commission expires: 9/26/14



Donna M. Pefine  
Notary Public  
Commonwealth of Massachusetts  
My Commission Expires  
September 26, 2014

10/22/2010  
Date




Inventor: Andrew Volpe  
Address: 35 Channel Center St.  
Unit 505  
Boston, Massachusetts 02210  
Citizenship: US

COMMONWEALTH OF MASSACHUSETTS  
COUNTY OF Suffolk:

On this 22nd day of October, 2010, before me, the undersigned notary public, personally appeared Andrew Volpe, proved to me through satisfactory evidence of identification, which were personal knowledge, to be the person who signed the preceding or attached document in my presence and swore or affirmed to me that the contents of the document are truthful and accurate to the best of (his) (her) knowledge and belief and acknowledged to me that (he) (she) signed it voluntarily for its stated purpose.

SEAL   
Notary Public

My commission expires: 9/26/14

 Donna M. Pefine  
Notary Public  
Commonwealth of Massachusetts  
My Commission Expires  
September 26, 2014