

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Cyriac Roeding	11/10/2010
Aaron T. Emigh	11/10/2010
RECEIVING PARTY DATA	
Name:	shopkick, Inc.
Street Address:	558 Waverley St., Ste. 200
City:	Palo Alto
State/Country:	CALIFORNIA
Postal Code:	94301
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12762526
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NAME OF SUBMITTER:	Amita Pugalia
Total Attachments: 1 source=SHOPP004 Executed Assignment#page1.tif	

CH \$40.00 12762526

ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:

METHOD AND SYSTEM FOR LOCATION-TRIGGERED REWARDS

for which I (we) have executed an application for a United States Letters Patent which was filed in the U.S. Patent and Trademark Office on April 19, 2010, and which bears the Application No. 12/762,526 (the "Application");


For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we the undersigned inventor(s) hereby:

- 1) Sell, assign, and transfer to shopkick, Inc., a Delaware corporation having a place of business at 558 Waverley St., Ste. 200, Palo Alto, CA, 94301, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) (including foreign applications) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application and/or in any provisional application to which the above referenced application claims priority.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said Application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

1) Signature: 
Typed Name: Cyriac Roeding

Date: 11/10/10

2) Signature: 
Typed Name: Aaron T. Emigh

Date: 10/20/10