

# 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" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>James Baird</td> <td>02/10/2011</td> </tr> <tr> <td>Nick Redmond</td> <td>01/11/2011</td> </tr> <tr> <td>Gregory Harrison</td> <td>02/10/2011</td> </tr> <tr> <td>Brian Gebala</td> <td>12/30/2010</td> </tr> <tr> <td>John Kawamoto</td> <td>02/11/2011</td> </tr> </tbody> </table>		Name	Execution Date	James Baird	02/10/2011	Nick Redmond	01/11/2011	Gregory Harrison	02/10/2011	Brian Gebala	12/30/2010	John Kawamoto	02/11/2011
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<b>RECEIVING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Mpire Corporation</td> </tr> <tr> <td>Street Address:</td> <td>1725 Westlake Avenue North</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 203</td> </tr> <tr> <td>City:</td> <td>Seattle</td> </tr> <tr> <td>State/Country:</td> <td>WASHINGTON</td> </tr> <tr> <td>Postal Code:</td> <td>98109</td> </tr> </table>		Name:	Mpire Corporation	Street Address:	1725 Westlake Avenue North	Internal Address:	Suite 203	City:	Seattle	State/Country:	WASHINGTON	Postal Code:	98109
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<b>PROPERTY NUMBERS Total: 1</b>													
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<b>CORRESPONDENCE DATA</b>													
<p>Fax Number: (206)381-3301</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: blgdocketing@blgip.com</p> <p>Correspondent Name: Black Lowe &amp; Graham PLLC</p> <p>Address Line 1: 701 Fifth Avenue</p> <p>Address Line 2: Suite 4800</p> <p>Address Line 4: Seattle, WASHINGTON 98104</p>													
ATTORNEY DOCKET NUMBER:	MPIR-1-1012												
NAME OF SUBMITTER:	Michael S. Smith												

OP \$40.00 12963473

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**PATENT**  
**REEL: 025799 FRAME: 0757**

**Total Attachments: 8**

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**PATENT**

**REEL: 025799 FRAME: 0758**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Baird et al. Attorney Docket No. MPIR-1-1012  
Serial No.: 12/963,473 Group Art Unit: 2172  
Filing Date: December 8, 2010 Examiner: --  
Title: SYSTEMS AND METHODS FOR CAPTURING AND REPORTING METRICS  
REGARDING USER ENGAGEMENT INCLUDING A CANVAS MODEL

**ASSIGNMENT**

This Assignment is effective as of December 8, 2010.

WHEREAS, I, James Baird, residing at 2156 8th Ave. W., Apartment 2, Seattle, WA 98119, am the inventor named in the above-identified United States patent application;

WHEREAS, I, Nick Redmond, residing at 23632 Hwy. 99 F #329, Edmonds, WA 98026, am the inventor named in the above-identified United States patent application;

WHEREAS, I, Gregory Harrison, residing at 4726 Thackeray Pl. NE, Seattle, WA 98105, am the inventor named in the above-identified United States patent application;

WHEREAS, I, Brian Gebala, residing at 1711 East Olive Way, Unit 202, Seattle, WA 98102, am the inventor named in the above-identified United States patent application;

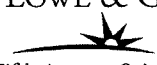
WHEREAS, I, John Kawamoto, residing at 711 N. 35th Street, #306, Seattle, WA 98103, am the inventor named in the above-identified United States patent application;

AND, WHEREAS, Mpire Corporation, a Washington corporation, having a principal address at 1725 Westlake Avenue North, Suite 203, Seattle, WA 98109 (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire right, title, and interest in and to the patent application and related inventions;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, I hereby assign and transfer to ASSIGNEE the entire right, title, and interest in and to the patent application and related

**25315**  
CUSTOMER NUMBER

**BLACK LOWE & GRAHAM<sup>LLC</sup>**

  
701 Fifth Avenue, Suite 4800  
Seattle, Washington 98104  
206.381.3300 • F: 206.381.3301

**REEL: 025799 FRAME: 0759**

inventions, including all improvements, variations, derivations and inventive subject matter directly or indirectly related to the patent application and inventions, and all provisional or nonprovisional patent applications or issued patents that have been or may be granted thereon, including without limitation all reissues, divisions, continuations, continuations-in-part, and extensions of the patent applications or patents, or any other form of protection for the inventions related to the patent application, in the United States and foreign countries; all rights of action arising from the inventions and all applications and patents on the inventions; all claims for damages by reason of past and future infringement of the inventions and all applications and patents on the inventions, and the right to sue and collect damages for such infringement; all of the foregoing assigned rights to be held and enjoyed by the ASSIGNEE for its own use and benefit and for its successors and assigns as the same would have been held by me had this assignment not been made.


I do hereby further agree and promise to execute all instruments and render all such assistance as ASSIGNEE may request in order to: make and prosecute any and all applications on the inventions, maintain and enforce any and all patents on the inventions, and confirm in ASSIGNEE legal title to the inventions and all applications and patents on the inventions in the United States and foreign countries, all without charge to ASSIGNEE but at no expense to me. In the event that ASSIGNEE is unable for any reason, after reasonable effort, to secure my signature on any document needed in connection with the actions specified in this paragraph, or to otherwise perfect in ASSIGNEE the entire right, title, and interest in and to the patent application and related inventions, I hereby irrevocably designate and appoint the ASSIGNEE and its duly authorized officers and agents as my agent and attorney-in-fact, to act for and in my behalf to execute, verify and file any such documents and to do all other lawfully permitted acts to further the purposes of this assignment with the same legal force and effect as if executed by me. I hereby waive and quitclaim to the ASSIGNEE any and all claims, of any nature

whatsoever, which I now or may hereafter have for infringement of any proprietary rights assigned to the ASSIGNEE.

If any provision of this assignment is held by any court to be unenforceable, such provision shall be interpreted to accomplish the objectives of the original provision to the fullest extent allowed by law, and the remainder of this assignment shall remain in full force and effect.

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**REEL: 025799 FRAME: 0761**

EXECUTED at Seattle (city), WA (state), on 2/10, 2011.

  
James Baird

STATE OF WASHINGTON     )  
                                      ) ss.  
COUNTY OF KING         )

I certify that I know or have satisfactory evidence that James Baird is the person who appeared before me and signed this instrument and acknowledged such signature to be a voluntary act for the purposes mentioned in the instrument.


Dated: \_\_\_\_\_

(Seal or stamp)

\_\_\_\_\_  
Signature  
Printed Name: \_\_\_\_\_  
Notary Public  
My appointment expires \_\_\_\_\_

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CUSTOMER NUMBER

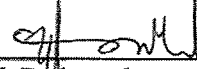
BLACK LOWE & GRAHAM <sup>PLLC</sup>

  
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**PATENT**

**REEL: 025799 FRAME: 0762**

EXECUTED at SEATTLE (city), WA (state), on JANUARY 11, 2010.

  
\_\_\_\_\_  
Nick Redmond

STATE OF WASHINGTON     )  
                                      ) ss.  
COUNTY OF KING         )

I certify that I know or have satisfactory evidence that Nick Redmond is the person who appeared before me and signed this instrument and acknowledged such signature to be a voluntary act for the purposes mentioned in the instrument.


Dated: \_\_\_\_\_

(Seal or stamp)

\_\_\_\_\_  
Signature  
Printed Name: \_\_\_\_\_  
Notary Public  
My appointment expires \_\_\_\_\_

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BLACK LOWE & GRAHAM PLLC

  
701 Fifth Avenue, Suite 4800  
Seattle, WA 98104

PATENT  
REEL: 025799 FRAME: 0763

EXECUTED at Seattle (city), WA (state), on 7/2/10, 2011.

Gregory Harrison  
Gregory Harrison

STATE OF WASHINGTON )  
 ) ss.  
COUNTY OF KING )

I certify that I know or have satisfactory evidence that Gregory Harrison is the person who appeared before me and signed this instrument and acknowledged such signature to be a voluntary act for the purposes mentioned in the instrument.

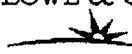
Dated: \_\_\_\_\_

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\_\_\_\_\_  
Signature  
Printed Name: \_\_\_\_\_  
Notary Public  
My appointment expires \_\_\_\_\_

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Seattle, Washington 98104  
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PATENT  
REEL: 025799 FRAME: 0764



EXECUTED at SEATTLE (city), WA (state), on 12-30, 2010.

Brian Gebala  
Brian Gebala

STATE OF WASHINGTON     )  
                                      ) ss.  
COUNTY OF KING         )

I certify that I know or have satisfactory evidence that Brian Gebala is the person who appeared before me and signed this instrument and acknowledged such signature to be a voluntary act for the purposes mentioned in the instrument.

Dated: \_\_\_\_\_

(Seal or stamp)

\_\_\_\_\_  
Signature

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

\_\_\_\_\_  
Notary Public

\_\_\_\_\_  
My appointment expires

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BLACK LOWE & GRAHAM<sup>PLLC</sup>

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**PATENT**  
**REEL: 025799 FRAME: 0765**

EXECUTED at SEATTLE (city), WA (state), on 2/11/11, 2011.

John Kawamoto  
John Kawamoto

STATE OF WASHINGTON     )  
                                      ) ss.  
COUNTY OF KING         )

I certify that I know or have satisfactory evidence that John Kawamoto is the person who appeared before me and signed this instrument and acknowledged such signature to be a voluntary act for the purposes mentioned in the instrument.


Dated: \_\_\_\_\_

(Seal or stamp)

\_\_\_\_\_  
Signature  
Printed Name: \_\_\_\_\_  
Notary Public  
My appointment expires \_\_\_\_\_

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