

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Captive Traffic, LLC	05/31/2010
RECEIVING PARTY DATA	
Name:	Keith Pieper
Street Address:	1111 East 8th Street
City:	Davis
State/Country:	CALIFORNIA
Postal Code:	95616
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11739611
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	399-002-USP
NAME OF SUBMITTER:	Karin Sullivan
Total Attachments: 2	
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OP \$40.00 11739611

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial Number..... 11/739,611
Filing Date April 24, 2007
Inventorship Keith Merle Pieper
Applicant..... Captive Traffic, LLC
Attorney's Docket No. 399-002-USP
Title: RELEVANCY-BASED DOMAIN CLASSIFICATION

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Captive Traffic, LLC
1111 East 8th Street
Davis, California 95616
United States

Assignee:

Keith Pieper
1111 East 8th Street
Davis, California 95616
United States

WHEREAS, Assignor(s) (listed above) is the owner of certain new and useful inventions and improvements claimed and described in an application for Letters Patent of the United States entitled "RELEVANCY-BASED DOMAIN CLASSIFICATION" and referenced above;

AND WHEREAS, Assignee, an individual residing at the address indicated above and a member of Assignor, is desirous of acquiring, pursuant to those certain Acknowledgement and Release Agreements entered by and between Assignor and its members dated May 31, 2010 and in connection with the dissolution of Assignor, the entire right, title and interest in and to said inventions and improvements, in and to the applications, and in and to any letters patent to be obtained therefrom;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor(s) have sold, assigned, and transferred, and by these presents do sell, assign, and transfer unto said Assignee, its successors or assigns, the entire right, title, and interest in and to said inventions and improvements, said applications, and any and all letters patent which may be granted for said inventions and improvements in the United States of America and its territorial possessions and

in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of Assignee and to claim priority rights deriving from said United States applications to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said inventions and improvements, applications and all letters patent on said inventions and improvements to be held and enjoyed by Assignee and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by Assignor(s) had this assignment, transfer and sale not been made. Assignor(s) hereby authorize and request the Commissioner of Patents to issue all letters patent on said inventions to Assignee;

AND, for the consideration aforesaid, Assignor(s) do hereby agree that each Assignor and his/her executors and legal representatives will make, execute, and deliver any and all other instruments and documents in writing including any and all further applications papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to me relating to said inventions and improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable to more effectually secure and vest in said Assignee, its successors or assignees the entire right, title and interest in and to the improvements, inventions, applications, letters patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be;

AND, furthermore, Assignor(s) covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the Assignor(s) and that full right to convey the same as herein expressed is possessed by the Assignor(s).

CAPTIVE TRAFFIC, LLC

May 31, 2010 _____
Date

By: _____
Title Manager 