

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Hugh Svendsen	04/01/2011
John Forese	04/07/2011
Christopher M. Amidon	04/08/2011
Kunal Kandekar	04/08/2011
Eugene Matthew Farrelly	04/01/2011
RECEIVING PARTY DATA	
Name:	Teaneck Enterprises, LLC
Street Address:	1000 North West Street
Internal Address:	Suite 1200
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13085853
CORRESPONDENCE DATA	
Fax Number:	(919)238-2301
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	919-238-2300
Email:	jsmith@withrowterranova.com
Correspondent Name:	WITHROW & TERRANOVA CT
Address Line 1:	100 REGENCY FOREST DRIVE , SUITE 160
Address Line 4:	CARY, NORTH CAROLINA 27518
ATTORNEY DOCKET NUMBER:	1116-434
NAME OF SUBMITTER:	Julie Smith

OP \$40.00 13085853

501499585

PATENT
 REEL: 026120 FRAME: 0213

Total Attachments: 20

source=1116-434_Assignment#page1.tif
source=1116-434_Assignment#page2.tif
source=1116-434_Assignment#page3.tif
source=1116-434_Assignment#page4.tif
source=1116-434_Assignment#page5.tif
source=1116-434_Assignment#page6.tif
source=1116-434_Assignment#page7.tif
source=1116-434_Assignment#page8.tif
source=1116-434_Assignment#page9.tif
source=1116-434_Assignment#page10.tif
source=1116-434_Assignment#page11.tif
source=1116-434_Assignment#page12.tif
source=1116-434_Assignment#page13.tif
source=1116-434_Assignment#page14.tif
source=1116-434_Assignment#page15.tif
source=1116-434_Assignment#page16.tif
source=1116-434_Assignment#page17.tif
source=1116-434_Assignment#page18.tif
source=1116-434_Assignment#page19.tif
source=1116-434_Assignment#page20.tif

ASSIGNMENT

This Assignment made by us, **Hugh Svendsen**, a citizen of the United States of America, residing at 678 Bear Tree Creek, City of Chapel Hill, State of North Carolina; **John Forese**, a citizen of the United States of America, residing at 34 Linden Avenue, City of Atherton, State of California; **Christopher M. Amidon**, a citizen of the United States of America, residing at 2520 Tiltonshire Lane, City of Apex, State of North Carolina; **Kunal Kandekar**, a citizen of India, residing at 30 River Court, Apt 1210, City of Jersey City, State of New Jersey; and **Eugene Matthew Farrelly**, a dual citizen of the United States of America and Ireland, residing at 103 Orilla Court, City of Cary, State of North Carolina, hereinafter referred to as assignors.

WITNESSETH: That,

WHEREAS, we are the joint inventors of certain new and useful improvements in **USER GENERATED ADS BASED ON CHECK-INS**, claiming priority to Provisional Patent Application Serial Number 61/412,584 filed November 11, 2010, for which we are about to make application for Letters Patent of the United States, and for which we have executed a declaration.

WHEREAS, Teaneck Enterprises, LLC, a limited liability company duly organized and existing under the laws of the State of Delaware and having a principal place of business at 1000 North West Street, Suite 1200, City of Wilmington, State of Delaware, hereinafter referred to as assignee, is desirous of acquiring the entire right, title and interest in and to said invention as described in the specification executed by us concurrently herewith, and any and all Letters Patent which shall be granted therefor;

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, we, the

P634

1116-434

said assignors, have sold, assigned, transferred and set over unto the said assignee, its successors and assigns, the entire right, title and interest in and to the above-mentioned application and invention and in and to any and all Letters Patent of the United States which may hereafter be granted therefor, and in any and to any and all continuations, continuations-in-part, substitutions, divisions or reissues of said Letters Patent, the same to be held and enjoyed by the said assignee, for its interest, and for its own use and behalf, and the use and behalf of its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by us had this assignment and sale not been made.

And for the consideration aforesaid, we hereby covenant and agree to and with the said assignee, its successors and assigns, that at the time of the execution and delivery of these presents we are the joint and lawful owners of the entire right, title and interest in and to the invention, application and Letters Patent above-mentioned and that the same are unencumbered, and that we have good right and lawful authority to sell and convey the same in the manner herein set forth.

And for the consideration aforesaid, we hereby covenant and agree to and with the said assignee, its successors and assigns, that we will, whenever its counsel or the counsel of its successors and assigns, learned in the law, shall advise that an amendment, division, continuation, continuation-in-part, or substitution of, or any other proceeding in connection with said application, including interference proceedings, is lawful and desirable, sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for the procurement of valid Letters Patent for said invention, or for the reissue of the same without charge to our said assignee, its successors or assigns, but at its or their expense.

We hereby request the Commissioner for Patents to issue the Letters Patent in accordance with this instrument.

For the consideration aforesaid, we have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto the said assignee, its successors, assigns or nominee, the entire right, title and interest in and to any and all Letters Patent for said invention which may be granted in countries foreign to the United States and in and to any applications for Letters Patent which may be filed for said invention in countries foreign to the United States and in and to the invention described in said application; and we hereby authorize and empower the said assignee, its successors, assigns or nominees to apply for Letters Patent or other form of protection on said invention in its own name or in the name of its successor, assignee, or nominee, in any and all countries where it may desire to file such application and where said application may be filed by another than the inventor; and we hereby covenant and agree to sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for procurement of Letters Patent, or other form of protection, for said invention or inventions in countries foreign to the United States, and for further investing or confirming the right and title therein to the assignee, its successors, assignee, or nominee, without charge to our said assignee, its successor, assignee or nominee, but at its or their expense.

IN WITNESS WHEREOF, we have hereunto set our hands and seals.

4/1/2011

Date



Hugh Svendsen

Date

John Forese

Date

Christopher M. Amidon

Date

Kunal Kandekar

Date

Eugene Matthew Farrelly

ASSIGNMENT

This Assignment made by us, **Hugh Svendsen**, a citizen of the United States of America, residing at 678 Bear Tree Creek, City of Chapel Hill, State of North Carolina; **John Forese**, a citizen of the United States of America, residing at 34 Linden Avenue, City of Atherton, State of California; **Christopher M. Amidon**, a citizen of the United States of America, residing at 2520 Tiltonshire Lane, City of Apex, State of North Carolina; **Kunal Kandekar**, a citizen of India, residing at 30 River Court, Apt 1210, City of Jersey City, State of New Jersey; and **Eugene Matthew Farrelly**, a dual citizen of the United States of America and Ireland, residing at 103 Orilla Court, City of Cary, State of North Carolina, hereinafter referred to as assignors.

WITNESSETH: That,

WHEREAS, we are the joint inventors of certain new and useful improvements in **USER GENERATED ADS BASED ON CHECK-INS**, claiming priority to Provisional Patent Application Serial Number 61/412,584 filed November 11, 2010, for which we are about to make application for Letters Patent of the United States, and for which we have executed a declaration.

WHEREAS, Teaneck Enterprises, LLC, a limited liability company duly organized and existing under the laws of the State of Delaware and having a principal place of business at 1000 North West Street, Suite 1200, City of Wilmington, State of Delaware, hereinafter referred to as assignee, is desirous of acquiring the entire right, title and interest in and to said invention as described in the specification executed by us concurrently herewith, and any and all Letters Patent which shall be granted therefor;

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, we, the

said assignors, have sold, assigned, transferred and set over unto the said assignee, its successors and assigns, the entire right, title and interest in and to the above-mentioned application and invention and in and to any and all Letters Patent of the United States which may hereafter be granted therefor, and in any and to any and all continuations, continuations-in-part, substitutions, divisions or reissues of said Letters Patent, the same to be held and enjoyed by the said assignee, for its interest, and for its own use and behalf, and the use and behalf of its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by us had this assignment and sale not been made.

And for the consideration aforesaid, we hereby covenant and agree to and with the said assignee, its successors and assigns, that at the time of the execution and delivery of these presents we are the joint and lawful owners of the entire right, title and interest in and to the invention, application and Letters Patent above-mentioned and that the same are unencumbered, and that we have good right and lawful authority to sell and convey the same in the manner herein set forth.

And for the consideration aforesaid, we hereby covenant and agree to and with the said assignee, its successors and assigns, that we will, whenever its counsel or the counsel of its successors and assigns, learned in the law, shall advise that an amendment, division, continuation, continuation-in-part, or substitution of, or any other proceeding in connection with said application, including interference proceedings, is lawful and desirable, sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for the procurement of valid Letters Patent for said invention, or for the reissue of the same without charge to our said assignee, its successors or assigns, but at its or their expense.

We hereby request the Commissioner for Patents to issue the Letters Patent in accordance with this instrument.

For the consideration aforesaid, we have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto the said assignee, its successors, assigns or nominee, the entire right, title and interest in and to any and all Letters Patent for said invention which may be granted in countries foreign to the United States and in and to any applications for Letters Patent which may be filed for said invention in countries foreign to the United States and in and to the invention described in said application; and we hereby authorize and empower the said assignee, its successors, assigns or nominees to apply for Letters Patent or other form of protection on said invention in its own name or in the name of its successor, assignee, or nominee, in any and all countries where it may desire to file such application and where said application may be filed by another than the inventor; and we hereby covenant and agree to sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for procurement of Letters Patent, or other form of protection, for said invention or inventions in countries foreign to the United States, and for further investing or confirming the right and title therein to the assignee, its successors, assignee, or nominee, without charge to our said assignee, its successor, assignee or nominee, but at its or their expense.

IN WITNESS WHEREOF, we have hereunto set our hands and seals.

Date

4/7/2011

Date

Hugh Svendsen

John Forese

John Forese

Date

Christopher M. Amidon

Date

Kunal Kandekar

Date

Eugene Matthew Farrelly

ASSIGNMENT

This Assignment made by us, **Hugh Svendsen**, a citizen of the United States of America, residing at 678 Bear Tree Creek, City of Chapel Hill, State of North Carolina; **John Forese**, a citizen of the United States of America, residing at 34 Linden Avenue, City of Atherton, State of California; **Christopher M. Amidon**, a citizen of the United States of America, residing at 2520 Tiltonshire Lane, City of Apex, State of North Carolina; **Kunal Kandekar**, a citizen of India, residing at 30 River Court, Apt 1210, City of Jersey City, State of New Jersey; and **Eugene Matthew Farrelly**, a dual citizen of the United States of America and Ireland, residing at 103 Orilla Court, City of Cary, State of North Carolina, hereinafter referred to as assignors.

WITNESSETH: That,

WHEREAS, we are the joint inventors of certain new and useful improvements in **USER GENERATED ADS BASED ON CHECK-INS**, claiming priority to Provisional Patent Application Serial Number 61/412,584 filed November 11, 2010, for which we are about to make application for Letters Patent of the United States, and for which we have executed a declaration.

WHEREAS, Teaneck Enterprises, LLC, a limited liability company duly organized and existing under the laws of the State of Delaware and having a principal place of business at 1000 North West Street, Suite 1200, City of Wilmington, State of Delaware, hereinafter referred to as assignee, is desirous of acquiring the entire right, title and interest in and to said invention as described in the specification executed by us concurrently herewith, and any and all Letters Patent which shall be granted therefor;

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, we, the

said assignors, have sold, assigned, transferred and set over unto the said assignee, its successors and assigns, the entire right, title and interest in and to the above-mentioned application and invention and in and to any and all Letters Patent of the United States which may hereafter be granted therefor, and in any and to any and all continuations, continuations-in-part, substitutions, divisions or reissues of said Letters Patent, the same to be held and enjoyed by the said assignee, for its interest, and for its own use and behalf, and the use and behalf of its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by us had this assignment and sale not been made.

And for the consideration aforesaid, we hereby covenant and agree to and with the said assignee, its successors and assigns, that at the time of the execution and delivery of these presents we are the joint and lawful owners of the entire right, title and interest in and to the invention, application and Letters Patent above-mentioned and that the same are unencumbered, and that we have good right and lawful authority to sell and convey the same in the manner herein set forth.

And for the consideration aforesaid, we hereby covenant and agree to and with the said assignee, its successors and assigns, that we will, whenever its counsel or the counsel of its successors and assigns, learned in the law, shall advise that an amendment, division, continuation, continuation-in-part, or substitution of, or any other proceeding in connection with said application, including interference proceedings, is lawful and desirable, sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for the procurement of valid Letters Patent for said invention, or for the reissue of the same without charge to our said assignee, its successors or assigns, but at its or their expense.

We hereby request the Commissioner for Patents to issue the Letters Patent in accordance with this instrument.

For the consideration aforesaid, we have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto the said assignee, its successors, assigns or nominee, the entire right, title and interest in and to any and all Letters Patent for said invention which may be granted in countries foreign to the United States and in and to any applications for Letters Patent which may be filed for said invention in countries foreign to the United States and in and to the invention described in said application; and we hereby authorize and empower the said assignee, its successors, assigns or nominees to apply for Letters Patent or other form of protection on said invention in its own name or in the name of its successor, assignee, or nominee, in any and all countries where it may desire to file such application and where said application may be filed by another than the inventor; and we hereby covenant and agree to sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for procurement of Letters Patent, or other form of protection, for said invention or inventions in countries foreign to the United States, and for further investing or confirming the right and title therein to the assignee, its successors, assignee, or nominee, without charge to our said assignee, its successor, assignee or nominee, but at its or their expense.

IN WITNESS WHEREOF, we have hereunto set our hands and seals.

Date

Hugh Svendsen

Date

John Forese

4/8/2011
Date

Christopher M. Amidon
Christopher M. Amidon

Date

Kunal Kandekar

Date

Eugene Matthew Farrelly

P634

1116-434

ASSIGNMENT

This Assignment made by us, **Hugh Svendsen**, a citizen of the United States of America, residing at 678 Bear Tree Creek, City of Chapel Hill, State of North Carolina; **John Forese**, a citizen of the United States of America, residing at 34 Linden Avenue, City of Atherton, State of California; **Christopher M. Amidon**, a citizen of the United States of America, residing at 2520 Tiltonshire Lane, City of Apex, State of North Carolina; **Kunal Kandekar**, a citizen of India, residing at 30 River Court, Apt 1210, City of Jersey City, State of New Jersey; and **Eugene Matthew Farrelly**, a dual citizen of the United States of America and Ireland, residing at 103 Orilla Court, City of Cary, State of North Carolina, hereinafter referred to as assignors.

WITNESSETH: That,

WHEREAS, we are the joint inventors of certain new and useful improvements in **USER GENERATED ADS BASED ON CHECK-INS**, claiming priority to Provisional Patent Application Serial Number 61/412,584 filed November 11, 2010, for which we are about to make application for Letters Patent of the United States, and for which we have executed a declaration.

WHEREAS, Teaneck Enterprises, LLC, a limited liability company duly organized and existing under the laws of the State of Delaware and having a principal place of business at 1000 North West Street, Suite 1200, City of Wilmington, State of Delaware, hereinafter referred to as assignee, is desirous of acquiring the entire right, title and interest in and to said invention as described in the specification executed by us concurrently herewith, and any and all Letters Patent which shall be granted therefor;

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, we, the

said assignors, have sold, assigned, transferred and set over unto the said assignee, its successors and assigns, the entire right, title and interest in and to the above-mentioned application and invention and in and to any and all Letters Patent of the United States which may hereafter be granted therefor, and in any and to any and all continuations, continuations-in-part, substitutions, divisions or reissues of said Letters Patent, the same to be held and enjoyed by the said assignee, for its interest, and for its own use and behalf, and the use and behalf of its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by us had this assignment and sale not been made.

And for the consideration aforesaid, we hereby covenant and agree to and with the said assignee, its successors and assigns, that at the time of the execution and delivery of these presents we are the joint and lawful owners of the entire right, title and interest in and to the invention, application and Letters Patent above-mentioned and that the same are unencumbered, and that we have good right and lawful authority to sell and convey the same in the manner herein set forth.

And for the consideration aforesaid, we hereby covenant and agree to and with the said assignee, its successors and assigns, that we will, whenever its counsel or the counsel of its successors and assigns, learned in the law, shall advise that an amendment, division, continuation, continuation-in-part, or substitution of, or any other proceeding in connection with said application, including interference proceedings, is lawful and desirable, sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for the procurement of valid Letters Patent for said invention, or for the reissue of the same without charge to our said assignee, its successors or assigns, but at its or their expense.

We hereby request the Commissioner for Patents to issue the Letters Patent in accordance with this instrument.

For the consideration aforesaid, we have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto the said assignee, its successors, assigns or nominee, the entire right, title and interest in and to any and all Letters Patent for said invention which may be granted in countries foreign to the United States and in and to any applications for Letters Patent which may be filed for said invention in countries foreign to the United States and in and to the invention described in said application; and we hereby authorize and empower the said assignee, its successors, assigns or nominees to apply for Letters Patent or other form of protection on said invention in its own name or in the name of its successor, assignee, or nominee, in any and all countries where it may desire to file such application and where said application may be filed by another than the inventor; and we hereby covenant and agree to sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for procurement of Letters Patent, or other form of protection, for said invention or inventions in countries foreign to the United States, and for further investing or confirming the right and title therein to the assignee, its successors, assignee, or nominee, without charge to our said assignee, its successor, assignee or nominee, but at its or their expense.

IN WITNESS WHEREOF, we have hereunto set our hands and seals.

Date

Hugh Svendsen

Date


John Forese

Date

Christopher M. Amidon

8 APR 2011

Date



Kunal Kandekar

Date

Eugene Matthew Farrelly

P634

1116-434

ASSIGNMENT

This Assignment made by us, **Hugh Svendsen**, a citizen of the United States of America, residing at 678 Bear Tree Creek, City of Chapel Hill, State of North Carolina; **John Forese**, a citizen of the United States of America, residing at 34 Linden Avenue, City of Atherton, State of California; **Christopher M. Amidon**, a citizen of the United States of America, residing at 2520 Tiltonshire Lane, City of Apex, State of North Carolina; **Kunal Kandekar**, a citizen of India, residing at 30 River Court, Apt 1210, City of Jersey City, State of New Jersey; and **Eugene Matthew Farrelly**, a dual citizen of the United States of America and Ireland, residing at 103 Orilla Court, City of Cary, State of North Carolina, hereinafter referred to as assignors.

WITNESSETH: That,

WHEREAS, we are the joint inventors of certain new and useful improvements in **USER GENERATED ADS BASED ON CHECK-INS**, claiming priority to Provisional Patent Application Serial Number 61/412,584 filed November 11, 2010, for which we are about to make application for Letters Patent of the United States, and for which we have executed a declaration.

WHEREAS, Teaneck Enterprises, LLC, a limited liability company duly organized and existing under the laws of the State of Delaware and having a principal place of business at 1000 North West Street, Suite 1200, City of Wilmington, State of Delaware, hereinafter referred to as assignee, is desirous of acquiring the entire right, title and interest in and to said invention as described in the specification executed by us concurrently herewith, and any and all Letters Patent which shall be granted therefor;

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, we, the

said assignors, have sold, assigned, transferred and set over unto the said assignee, its successors and assigns, the entire right, title and interest in and to the above-mentioned application and invention and in and to any and all Letters Patent of the United States which may hereafter be granted therefor, and in any and to any and all continuations, continuations-in-part, substitutions, divisions or reissues of said Letters Patent, the same to be held and enjoyed by the said assignee, for its interest, and for its own use and behalf, and the use and behalf of its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by us had this assignment and sale not been made.

And for the consideration aforesaid, we hereby covenant and agree to and with the said assignee, its successors and assigns, that at the time of the execution and delivery of these presents we are the joint and lawful owners of the entire right, title and interest in and to the invention, application and Letters Patent above-mentioned and that the same are unencumbered, and that we have good right and lawful authority to sell and convey the same in the manner herein set forth.

And for the consideration aforesaid, we hereby covenant and agree to and with the said assignee, its successors and assigns, that we will, whenever its counsel or the counsel of its successors and assigns, learned in the law, shall advise that an amendment, division, continuation, continuation-in-part, or substitution of, or any other proceeding in connection with said application, including interference proceedings, is lawful and desirable, sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for the procurement of valid Letters Patent for said invention, or for the reissue of the same without charge to our said assignee, its successors or assigns, but at its or their expense.

We hereby request the Commissioner for Patents to issue the Letters Patent in accordance with this instrument.

For the consideration aforesaid, we have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto the said assignee, its successors, assigns or nominee, the entire right, title and interest in and to any and all Letters Patent for said invention which may be granted in countries foreign to the United States and in and to any applications for Letters Patent which may be filed for said invention in countries foreign to the United States and in and to the invention described in said application; and we hereby authorize and empower the said assignee, its successors, assigns or nominees to apply for Letters Patent or other form of protection on said invention in its own name or in the name of its successor, assignee, or nominee, in any and all countries where it may desire to file such application and where said application may be filed by another than the inventor; and we hereby covenant and agree to sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for procurement of Letters Patent, or other form of protection, for said invention or inventions in countries foreign to the United States, and for further investing or confirming the right and title therein to the assignee, its successors, assignee, or nominee, without charge to our said assignee, its successor, assignee or nominee, but at its or their expense.

IN WITNESS WHEREOF, we have hereunto set our hands and seals.

Date

Hugh Svendsen

Date

John Forese

Date

Christopher M. Amidon

Date

Kunal Kandekar

4/1/2011
Date

Eugene Matthew Farrelly
Eugene Matthew Farrelly

P634

1116-434