

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Thomas Pinckney	07/16/2009
Christopher Dixon	07/16/2009
Matthew Ryan Gattis	07/16/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Hunch Inc.
<b>Street Address:</b>	54 W 21st Street, Suite 1001
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10010
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12503263
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	GDPL-0001-P03
<b>NAME OF SUBMITTER:</b>	Robert A. Mazzaresse
<b>Total Attachments: 2</b> source=GDPL-0001-P02_072109_Executed_Assignment#page1.tif source=GDPL-0001-P02_072109_Executed_Assignment#page2.tif	

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**PATENT**

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REEL: 026207 FRAME: 0143

App. No. 12/483,768

Attorney Docket No. GDPL-0001-P02

### ASSIGNMENT

WHEREAS, each of the Undersigned has developed certain inventions described in a U.S. patent application No. 12/483,768, filed June 12, 2009, and entitled:

#### INTERACTIVE COMPUTING ADVICE FACILITY

and has full right to convey his or her entire interest to the ASSIGNEE, both legal and equitable, in and to the inventions free from all prior assignments, agreements, licenses, mortgages, security interests, or other encumbrances whatsoever; and

WHEREAS, Hunch Inc. ("ASSIGNEE"), an entity organized and existing under the laws of the state of Delaware, and having a place of business at 54 W 21st Street, Suite 1001, New York, NY, 10010, is desirous of acquiring the entire right, title, and interest in and to the invention or inventions and any and all patents to be obtained therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each of the Undersigned, each of the Undersigned hereby sells, assigns and transfers unto the ASSIGNEE, its successors and assigns, his or her entire right, title and interest in and to the invention or inventions, as described in the above application and all applications resulting therefrom, including any and all conversions, divisions, continuations, continuations-in-part, substitute applications, and reissues or extensions thereof; and all resulting patents in any jurisdiction worldwide.

AND each of the Undersigned hereby authorizes and requests the issuing authority to issue any and all patents issuing from any of the forgoing to the ASSIGNEE or its successors and assigns.

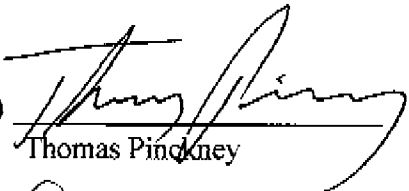
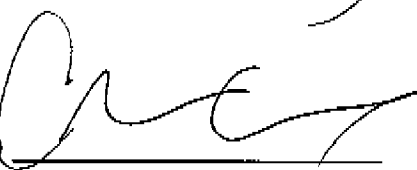
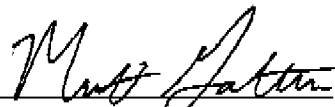
AND each of the Undersigned agrees that the attorney/agent of record in the application shall hereinafter act on behalf of the ASSIGNEE.

AND, each of the Undersigned further agrees, without any further payment or compensation by the ASSIGNEE or its successors and assigns, to communicate to the ASSIGNEE, its representatives or agents or its successors and assigns, any facts relating to the invention or inventions including evidence for interference purposes or for other legal proceedings whenever requested; to testify in any interference or other legal proceedings, whenever requested; to execute and deliver, on request, all lawful papers required to make any of the foregoing provisions effective; and to generally do everything possible to aid the ASSIGNEE, its successors or assigns and nominees to secure, obtain and enforce proper patent protection for the invention or inventions in this or any foreign country.

App. No. 12/483,768

Attorney Docket No. GDPL-0001-P02

The undersigned hereby authorizes the attorney(s) and agent(s) associated with Patent Office Customer Number 43520, to insert hereon any further information necessary or desirable for recordation of this document.

<u>Inventors</u>	<u>Date signed</u>	<u>Witness(es)</u>
1)  Thomas Pinckney	<u>7/16/2009</u>	<u>Jim Furtll</u>
2)  Chris Dixon	<u>7/16/2009</u>	<u>Jim Furtll</u>
3)  Matthew R. Gattis	<u>7/16/2009</u>	<u>Jim Furtll</u>