

# PATENT ASSIGNMENT

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<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Thomas Pinckney	06/27/2011
Christopher Dixon	06/27/2011
Matthew Ryan Gattis	06/27/2011
<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>	13155917
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	GDPL-0009-P01
<b>NAME OF SUBMITTER:</b>	Robert A. Mazzaresse
<b>Total Attachments: 2</b> source=GDPL-0009-P01_062911_Executed Assignment#page1.tif source=GDPL-0009-P01_062911_Executed Assignment#page2.tif	

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**PATENT**  
 REEL: 026521 FRAME: 0675

App. No. 13/155,917

Attorney Docket No. GDPL-0009-P01

**ASSIGNMENT**

WHEREAS, each of the undersigned inventor(s) ("Inventor(s)") has developed certain inventions ("Inventions") described in a U.S. patent application No. 13/155,917, filed June 8, 2011, and entitled:

**INTERESTINGNESS RECOMMENDATIONS IN A COMPUTING ADVICE  
FACILITY**

and has full right to convey his or her entire interest, both legal and equitable, in and to said 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 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 Inventor, each Inventor hereby sells, assigns and transfers unto the ASSIGNEE, its successors and assigns, his or her entire right, title and interest in and to the 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; along with all rights of priority and rights to sue for past infringement.

AND each Inventor 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.

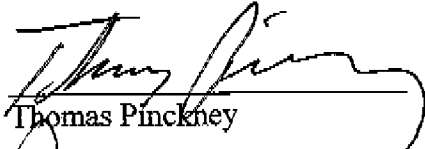

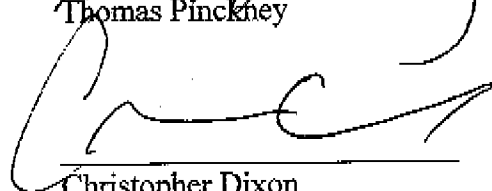

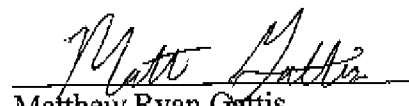
AND each Inventor agrees that ASSIGNEE's counsel, Strategic Patents, P.C. having Patent Office Customer Number 43520, shall hereinafter act on behalf of the ASSIGNEE with respect to the Inventions.

AND, each Inventor 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 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 Inventions in this or any foreign country.

App. No. 13/155,917

Attorney Docket No. GDPL-0009-P01

The Inventor(s) hereby authorize(s) the attorneys and agents associated with Patent Office Customer Number 43520 to insert hereon any further information necessary or desirable for recordation of this document.

<u>Inventor(s)</u>	<u>Date Signed</u>	<u>Witness(es)</u>
 Thomas Pinckney	6/27/11	
 Christopher Dixon	6/27/11	
 Matthew Ryan Gattis	6/27/11	