

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
First Aura Inc.	05/11/2011
<b>RECEIVING PARTY DATA</b>	
Name:	Fan Chiang Holdings, LLC
Street Address:	2711 Centerville Road, Suite 400
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19808
<b>PROPERTY NUMBERS Total: 5</b>	
Property Type	Number
Patent Number:	7418402
Patent Number:	7860758
Patent Number:	7395353
Application Number:	12951201
Application Number:	09728107
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(302)397-2678
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	AssignmentRecordation@gmail.com
Correspondent Name:	Fan Chiang Holdings, LLC
Address Line 1:	2711 Centerville Road, Suite 400
Address Line 4:	Wilmington, DELAWARE 19808
NAME OF SUBMITTER:	Russell Boltwood
<b>Total Attachments: 4</b> source=First Aura-Executed and Notarized Assignment_11 May 11#page1.tif source=First Aura-Executed and Notarized Assignment_11 May 11#page2.tif source=First Aura-Executed and Notarized Assignment_11 May 11#page3.tif source=First Aura-Executed and Notarized Assignment_11 May 11#page4.tif	

OP \$200.00 7418402

**EXHIBIT B**

**ASSIGNMENT OF PATENT RIGHTS**

For good and valuable consideration, the receipt of which is hereby acknowledged, First Aura Inc., a New York corporation having an office at 3599 Frost Road, Shrub Oak, NY 10588 ("**Assignor**"), does hereby sell, assign, transfer, and convey unto Fan Chiang Holdings, LLC, a Delaware limited liability company, having an office at 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808 USA ("**Assignee**"), or its designees, all right, title, and interest that exist today and may exist in the future in and to all of the following (collectively, the "**Patent Rights**"), including:

(a) the provisional patent applications, patent applications and patents listed in the **Attachment** hereto ("**Listed Patents**"),

(b) all patents or patent applications (i) to which any of the foregoing directly or indirectly claim priority, and (ii) for which any of the foregoing directly or indirectly forms a basis for priority, and/or (iii) that were co-owned patent applications that incorporate by reference, or are incorporated by reference into, any of the foregoing, and (iv) that are reissues, reexaminations, extensions, continuations, continuations in part, continuing prosecution applications, or divisions of any of the foregoing, and/or (v) that are foreign patents, patent applications and counterparts to any of the foregoing, including certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances and (vi) any of the foregoing in (i)-(v) whether or not expressly listed as Listed Patents below and whether or not abandoned, rejected, or the like;

(c) inventions, invention disclosures, and discoveries described in any of the Listed Patents and /or any of the foregoing category (b) to the extent that any such inventions, invention disclosures, and discoveries (i) are included in any claim in the Listed Patents and /or any of the foregoing category (b), (ii) are subject matter capable of being reduced to a patent claim in any reissue or reexamination proceedings brought on any of the Listed Patents and /or any of the foregoing category (b), and/or (iii) could have been and/or could be included as a claim in any continuations, continuations in part, continuing prosecution applications, requests for continuing examinations and/or divisions of the Listed Patents and /or any of the foregoing category (b);

(d) rights to apply in any or all countries of the world for patents, certificates of invention, utility models, industrial design protections, design patent protections or other governmental grants or issuances of any type related to the any of the foregoing categories (a), (b) and/or (c), including, without limitation, under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement or understanding;

(e) causes of action (whether currently pending, filed, or otherwise) and other enforcement rights, including, without limitation, all rights under the Listed Patents and/or under or on account of any of the foregoing categories (b), (c) and/or (d) to

- (i) damages,
- (ii) injunctive relief and
- (iii) other remedies of any kind

for past, current and future infringement; and

(f) all rights to collect royalties and other payments under or on account of any of the Listed Patents or any of the foregoing categories (b) through (e).

Assignor represents, warrants and covenants that:

(1) Assignor has the full power and authority, and has obtained all third party consents, approvals and/or other authorizations required to enter into this Assignment of Patent Rights and to carry out its obligations hereunder, including the assignment of the Patent Rights to Assignee; and

(2) Assignor owns all right, title, and interest to the Patent Rights, including, without limitation, all right, title, and interest to sue for infringement of the Patent Rights. Assignor has obtained and properly recorded previously executed assignments for the Patent Rights as necessary to fully perfect its rights and title therein in accordance with governing law and regulations in each respective jurisdiction. The Patent Rights are free and clear of all liens, claims, mortgages, security interests or other encumbrances, and restrictions. There are no actions, suits, investigations, claims or proceedings pending or in progress relating in any way to the Patent Rights, and to the best of Seller's knowledge, formed after reasonable investigation and inquiry, none of the foregoing are threatened. There are no existing contracts, agreements, options, commitments, rights, or legally binding proposals, bids or offers with, to, or in any person to acquire any of the Patent Rights.

Assignor hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment of Patent Rights will inure to the benefit of Assignee, its successors, assigns, and other legal representatives and will be binding upon Assignor, its successors, assigns, and other legal representatives.

IN WITNESS WHEREOF this Assignment of Patent Rights is executed at 11:36 AM on this 11 day of May, 2011.

ASSIGNOR

First Aura Inc.

By: \_\_\_\_\_

Name: James M. McCrossin

Title: Officer

(Signature MUST be notarized)

STATE OF California )

) ss.

COUNTY OF Butte )

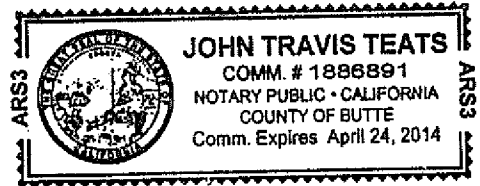
On 05/11/2011, before me, John Travis Teats, Notary Public in and for said State, personally appeared James M. McCrossin, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/~~she~~ executed the same in his/~~her~~ authorized capacity, and that by his/~~her~~ signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature \_\_\_\_\_



(Seal)



**Attachment**

**Listed Patents**

<b>Patent No. or Application No.</b>	<b>Country</b>	<b>Title</b>	<b>Inventor Name</b>	<b>Filing Date</b>
09/443,038 7,418,402	US	Method and System for Providing Local Information Over a Network	James McCrossin, et al.	11/18/1999
09/457,420 7,395,353	US	Method and Apparatus for Processing Internet Site Names Through Regular Expression Comparison	Dean Hiller	12/7/1999
09/728,107	US	Method and Apparatus for User-Specific Website Claiming	Dean Hiller, et al.	11/30/2000
12/222,270 7,860,758	US	Method and System for Providing Local Information Over a Network	James McCrossin, et al.	8/6/2008
12/951,201	US	Method and System for Providing Local Information Over a Network	James McCrossin, et al.	11/22/2010
PCT/US2000/009148	WO	Method and System for Providing Local Information Over a Network	James McCrossin, et al.	4/5/2000
PCT/US2000/009095	WO	Method and apparatus for processing internet site names through regular expression comparison	Dean Hiller	4/5/2000