

07/26/2011

Re: 7/26/11

R



103629603

RE

Atty Ref/Docket No.: 3291.010US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Michael Chow, Justin Rouse, Kevin Holme

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment ☐ Merger

☐ Security Agreement ☐ Change of Name

☐ Other

Execution Date: April 21, 2011, April 22, 2011, April 18, 2011

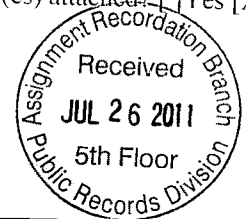
2. Name and address of receiving party(ies):

Name: Zynga Inc.

Street Address: 444 De Haro Street
Suite 132

City: San Francisco State: CA Zip: 94107
Country: United States of America

Additional name(s) & address(es) attached? ☐ Yes ☒ No



4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

B. Patent No.(s)

Serial No. 13/079,148, filed April 4, 2011

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: David D. Mattison

Address:

Schwegman, Lundberg & Woessner, P.A.
P.O. Box 2938
Minneapolis, MN 55402--0938

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

☐ Enclosed

☒ Authorized to be charged to deposit account
19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

David D. Mattison/Reg. No. 65,443

Name of Person Signing

David D. Mattison

Signature

7/21/2011

Date

Total number of pages including cover sheet: 6

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PATENT

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ASSIGNMENT

WHEREAS, We, Michael Chow, residing in San Francisco, CA, and Justin Rouse, in Dallas, TX, and Kevin Holme, residing in Allen, TX made certain new and useful inventions and improvements which are described in an application for U.S. Letters Patent on April 4, 2011, which application was assigned U.S. patent application serial number 13/079,148, and is entitled MATCHING ADVERTISING TO GAME PLAY CONTENT;

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned do hereby:

SELL, ASSIGN AND TRANSFER to Zynga Inc. (the "Assignee"), a corporation of the State of DE, having a place of business at 444 De Haro Street, Suite 132, San Francisco, CA 94107, the entire right, title and interest for the United States and all foreign countries in and to: any and all inventions and improvements which are disclosed in the identified application for U.S. Letters Patent, and which may be further identified below; such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries on any of such inventions and/or improvements (including any applications for utility models); all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such inventions and/or improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and to claim priority based on the identified application;

AUTHORIZE AND REQUEST that any attorney associated with U.S. PTO Customer No. 21186 may (directly or through his/her designee) delete, insert, or alter any information identifying this application, or any related application, below, after execution of this Assignment;

Additional Application Information

No Provisional claim for priority is being made at this time.

No U.S. Non-Provisional claim for priority is being made at this time.

No International or foreign claim for priority is being made at this time.

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and/or property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the undersigned will (1) execute all provisional, non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such improvements in the Assignee, or for securing, maintaining and enforcing proper patent protection for such improvements;

THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned, and is to extend to the benefit of the successors, assigns and nominees of the Assignee.

AGREED as of the date of my signature below:

Assignment

Client Ref. No. P1050US1

Assignors: Michael Chow et al.

Title: MATCHING ADVERTISING TO GAME PLAY CONTENT

Page 3 of 5

Docket No. 3291.010US1

Serial Number: 13/079,148

Inventor: 1:

(Signature):



Name: Michael Chow

Date: 2011-04-21

Assignment

Client Ref. No. P1050US1

Assignors: Michael Chow et al

Title: MATCHING ADVERTISING TO GAME PLAY CONTENT

Page 4 of 5

Docket No: 3291.010US1

Serial Number: 13/079,148

Inventor: 2:

(Signature):

Name: Justin Rouse

Date:

4/22/11

Assignment

Client Ref: No. P1050US1

Assignors: Michael Chow et al.

Title: MATCHING ADVERTISING TO GAME PLAY CONTENT

Page 5 of 5

Docket No: 3291.010US1

Serial Number: 13/079,148

Inventor: 3:

(Signature):



Name: Kevin Holme

Date:

4-18-2011