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PATENTS ONLY

Atty Ref/Docket No.: 3291.048US1

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):

John Marsland, Revant Kapoor, Emily Anadu, Matt Levine, Edmund Leo, Matthew Adam Ocko

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

[ ] Yes [X] No

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

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other

Additional name(s) & address(es) attached? [ ] Yes [X] No

Execution Date: August 19, 2011, August 22, 2011, August 19, 2011, August 22, 2011, August 22, 2011, August 5, 2011

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)

Serial No. 13/174,765, filed June 30, 2011

B. Patent No.(s)

Additional numbers attached? [ ] Yes [X] No

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

Name: Kirt L. Iverson

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.

Kirt L. Iverson/Reg. No. 62,660

Name of Person Signing

Signature

September 19, 2011

Date

Total number of pages including cover sheet: 8

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks  
Mail Stop Assignment Recordation Services  
P.O. Box 1450  
Alexandria, VA 22313-1450

CH \$40.00 190743 13174765

Attorney Docket No. 3291.048US1  
Client Ref. No. P1079081

### ASSIGNMENT

WHEREAS, We, John Marsland, Revant Kapoor, Emily Anadu, Matt Levine, Edmand Leo, and Matthew Adam Ocko, whose mailing address is 444 De Haro Street, Suite 132, San Francisco, CA 94107, made certain new and useful inventions and improvements which are described in an application for U.S. Letters Patent on June 30, 2011, which application was assigned U.S. patent application serial number 13/174,765, and is entitled SYSTEM AND METHOD FOR PROVIDING BRANDED VIRTUAL OBJECTS IN A VIRTUAL ENVIRONMENT;

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

*U.S. Provisional Application Serial No. 61/475,128, filed on April 13, 2011.*

*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;

**Assignment**

Client Ref. No: 41079US1

Assignors: John Marsland et al.

Title: SYSTEM AND METHOD FOR PROVIDING BRANDED VIRTUAL OBJECTS IN A VIRTUAL ENVIRONMENT

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Docket No: 3291.048084

Serial Number: 13/174,765

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:

Inventor: 1:

(Signature):

Name: John Marsland

Date:

8/19/11

Assignments

Client Ref. No. P16794/S1

Assignors: John Marsland et al.

Title: SYSTEM AND METHOD FOR PROVIDING BRANDED VIRTUAL OBJECTS IN A VIRTUAL ENVIRONMENT

Docket No: 3391.048J34

Serial Number: 13274,763

Page 3 of 7

Inventor: 2:

(Signature):

Name: Revant Kapoor

Date:

08/22/2011

Assignment:

Case Ref. No: 21079US1

Assignors: John Marshall et al

Title: SYSTEM AND METHOD FOR PROVIDING BRANDED VIRTUAL OBJECTS IN A VIRTUAL ENVIRONMENT

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Docket No: 3291348081

Serial Number: 13/174,765

Inventor: 3:

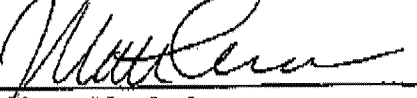
(Signature): Emily Anadu  
Name: Emily Anadu

Date: 8/19/11

Assignment  
Client Ref. No. P1079US1  
Assignors: John Marsland et al.  
Title: SYSTEM AND METHOD FOR PROVIDING BRANDED VIRTUAL OBJECTS IN A VIRTUAL ENVIRONMENT  
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Docket No: 3291.048US1

Serial Number: 13/174,765

Inventor: 4:  
(Signature):   
Name: Matt Levine  
Date: 8/22/11

Assignment

Client Ref. No. P1079US1

Assignors: John Marsland et al.

Title: SYSTEM AND METHOD FOR PROVIDING BRANDED VIRTUAL OBJECTS IN A VIRTUAL ENVIRONMENT

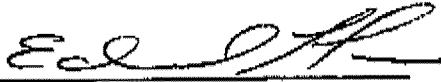
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Docket No: 3291,048US1

Serial Number: 13/174,765

Inventor: 5:

(Signature):



Name: Edmund Leo

Date:

8/22/11

**Assignment**

Docket No: 3291.048US1

Client Ref. No. P1079US1

Assignors: John Marsland et al.

Serial Number: 13/174,765

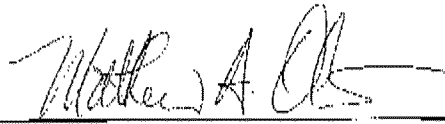
Title: SYSTEM AND METHOD FOR PROVIDING BRANDED VIRTUAL OBJECTS IN A VIRTUAL ENVIRONMENT

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**Inventor: 6:**

(Signature):

Name: **Matthew Adam Ocko**Date: 5 August 2011