

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CENTER'D CORPORATION	07/29/2011
RECEIVING PARTY DATA	
Name:	COFFEE ROASTING CO.
Street Address:	1600 Amphitheatre Parkway
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043
PROPERTY NUMBERS Total: 14	
Property Type	Number
Application Number:	11725652
Application Number:	11728848
Application Number:	13080735
Application Number:	11891885
Application Number:	11784137
Application Number:	11821392
Application Number:	11827401
Application Number:	11827936
Application Number:	13108111
Application Number:	11827835
Application Number:	11897088
Application Number:	11897908
Application Number:	11899423
Application Number:	11900364
CORRESPONDENCE DATA	

501715930

PATENT
REEL: 027186 FRAME: 0596

OP \$560.00 11725652

Fax Number: (612)332-8352
Phone: 2024706461
Email: bmullaney@system.foundationip.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Brake Hughes Bellermann LLP
Address Line 1: c/o CPA Global
Address Line 2: PO Box 52050
Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER:	0058-342001
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NAME OF SUBMITTER:	Beth Z. Shaw
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Total Attachments: 11

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PATENT ASSIGNMENT

This PATENT ASSIGNMENT ("Assignment"), is effective as of the 31st day of July, 2011 by and between Center'd Corporation, a Delaware corporation ("Assignor"), in favor of Coffee Roasting Co., a Delaware corporation ("Assignee"). Capitalized terms used but not otherwise defined herein shall have the meaning ascribed to them in the Asset Purchase Agreement.

WHEREAS, Assignor and Assignee are parties to the Asset Purchase Agreement, dated July 31, 2011 (the "Purchase Agreement") pursuant to which Assignor has sold, and Assignee has purchased (a) the patents and patent applications set forth on Schedule A attached hereto (the "Transferred Patents"), (b) patents or patent applications (i) to which any of the Transferred Patents claims priority, (ii) for which any of the Transferred Patents forms a basis for priority, (iii) that were co-owned applications that incorporate by reference, or are incorporated by reference into, the Transferred Patents, and/or (iv) which are subject to a terminal disclaimer with any of the Transferred Patents; (c) reissues, reexaminations, extensions, continuations, continuations in part, continuing prosecution applications, requests for continuing examinations, divisions, and registrations of any item in any of the foregoing categories (a) and (b); (d) foreign and multinational patents, patent applications and counterparts relating to any item in any of the foregoing categories (a) through (c), including, without limitation, certificates of invention and utility models; (e) rights provided by multinational treaties or conventions for any item in any of the foregoing categories (a) through (d); (f) any provisional patent application, patent application, and/or patent that is (i) owned by Assignor, (ii) assigned to Assignor, and/or (iii) subject to an obligation of assignment to Assignor, in each case of the foregoing clauses (i) through (iii), as of the date hereof, not otherwise included in any of the foregoing categories (a) through (e); and (g) any items in any of the foregoing categories (b) through (f), whether or not expressly listed as Transferred Patents and whether or not claims in any of the foregoing have been rejected, withdrawn, cancelled, or the like and all other rights appurtenant (including, but not limited to, title and interest and the right to recover for past and future infringement in the United States of America and all other countries and jurisdictions of the world) in and to said patents (hereinafter referred to as the "Patents");

WHEREAS, Assignee desires to acquire all rights, title and interest in and to the Patents worldwide; and

WHEREAS, the Assignor is willing to assign to Assignee all rights, title and interest as Assignor may possess in and to the Patents worldwide.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor hereby irrevocably sells, transfers and assigns to Assignee, and Assignee hereby accepts the assignment of, all rights, title and interest as Assignor may possess in, to and under the Patents worldwide, together with (i) all registrations and applications for the Patents, (ii) all income, royalties, damages and payments in respect of the Patents, (iii) the right, if any, to register, prosecute, maintain and defend the Patents before any public

or private agency or registrar, and (v) all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for infringement of the Patents (whether arising prior to or subsequent to the date of this Assignment), and the right to fully and entirely stand in the place of Assignor in all matters related thereto.


2. Assignor also hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents or certificates of invention which may be granted upon any of the Patents in the name of Assignee, as the assignee to the entire interest therein.
3. Assignor shall execute such documents and instruments, provide such information, cooperation, assistance and otherwise take such steps as Assignee or its legal representatives may reasonably require, at Assignee's reasonable cost and expense, to fulfill the provisions of and to give Assignee the full benefit of this Agreement, including the execution and delivery of documents and instruments (A) effecting or evidencing the transfer or assignment to Assignee, free and clear of all Liens, of the Patents, and (B) enabling the perfection of Assignee's interest in the Patents. Assignor hereby appoints Assignee's in-house counsel as Assignor's attorney-in-fact to execute all documents on behalf of Assignor and its employees (as applicable) for this limited purpose.
4. This Assignment shall be governed by the governing law provision of the Purchase Agreement. In the event of a conflict between the provisions herein and the terms and conditions of the Purchase Agreement, the terms and conditions of the Purchase Agreement shall govern. Notwithstanding any other provision of this Assignment to the contrary, nothing contained in this Assignment shall in any way supersede, merge with, modify, replace, amend, change, rescind, waive, exceed, expand, enlarge or in any way affect the provisions set forth in the Purchase Agreement nor shall this Assignment reduce, expand or enlarge any remedies under the Purchase Agreement. This Assignment may not be supplemented, altered or modified in any manner except by a writing signed by the parties hereto. This Assignment may be executed in any number of counterparts by the parties hereto in separate counterparts, each of which when so executed and delivered shall be deemed an original and all of which counterparts taken together constitute one and the same instrument.

END OF PAGE
SIGNATURE PAGE FOLLOWS

IN WITNESS WHEREOF, this Assignment has been executed by the duly authorized representatives of the parties the day and year first above written.

ASSIGNOR

CENTER'D CORPORATION

By: 
Name: Jennifer Dulski

Title: CEO

Address: 695 Oak Grove Ave., Ste. 100
Menlo Park, CA 94025

ASSIGNEE

COFFEE ROASTING CO.

By: _____

Name: _____

Title: _____

Address: _____

SIGNATURE PAGE TO PATENT ASSIGNMENT

PATENT
REEL: 027186 FRAME: 0600

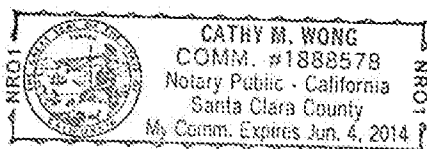
STATE OF California)
) ss.
COUNTY OF San Mateo)

On July 29, 2011, before me, the undersigned notary public in and for said County and State, personally appeared JENNIFER OWLSKI

✓ personally known to me [or]
proved to me on the basis of satisfactory evidence

to be the person(s) who executed the foregoing instrument on behalf of CENTER'D CORPORATION, a corporation duly incorporated under the laws of Delaware, as CEO of such corporation, and acknowledged to me that the execution and delivery of said instrument was duly authorized by said corporation.

WITNESS my hand and official seal.



Cathy M. Wong
Notary Public

My commission expires on: 06/04/2014

ACKNOWLEDGMENT

State of: California

County of: SAN MATEO

On July 29, 2011, before me Cathy M. Wong, Notary Public

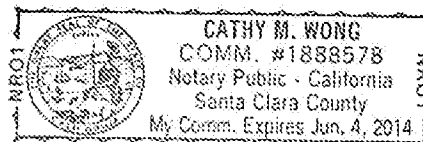
(here insert name and title of the officer)

personally appeared JENNIFER DULSKI

who proved to me on the basis of satisfactory evidence to be the person (s)
whose name(s) is are subscribed to the within instrument and acknowledged to
me that he she they executed the same in his her their authorized capacity(ies),
and that by his her their signature(s) on the instrument the person(s) or the
entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California
that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature _____

Cathy M. Wong

(Seal)

This Certificate is attached to:

Title or type of document: PATENT ASSIGNMENT

Number of pages: 9 (4 PAGES SUBORDINATE A TRANSFERRED PATENTS)

Date of document: NONE

Signer(s) other than named above: COFFEE RUNSTING CO.

Notary Phone Number: 650-290-3550 or 408-355-3700

PATENT

REEL: 027186 FRAME: 0602

IN WITNESS WHEREOF, this Assignment has been executed by the duly authorized representatives of the parties the day and year first above written.

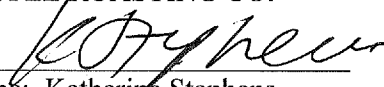
ASSIGNOR

CENTER'D CORPORATION

By: _____
Name: _____
Title: _____
Address: _____

ASSIGNEE

COFFEE ROASTING CO.

By: 
Name: Katherine Stephens
Title: CEO, President & Secretary
Address: 1600 Amphitheatre Parkway
Mountain View, CA 94043

SIGNATURE PAGE TO PATENT ASSIGNMENT

PATENT
REEL: 027186 FRAME: 0603

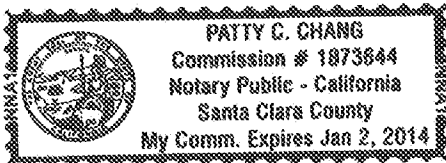
CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Santa Clara

On July 29, 2011 before me, Patty C. Chang, Notary Public

personally appeared Katherine Stephens



who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies); and that by his/her/their signature(s) on the instrument the person(s); or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Place Notary Seal and/or Stamp Above

Signature: [Signature]

Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Patent Assignment Agreement

Document Date: 7/29/11 Number of Pages: _____

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____ Signer's Name: _____

☐ Corporate Officer — Title(s): _____ ☐ Corporate Officer — Title(s): _____

☐ Individual ☐ Partner — ☐ Limited ☐ General ☐ Individual ☐ Partner — ☐ Limited ☐ General

☐ Attorney in Fact ☐ Attorney in Fact

☐ Trustee ☐ Trustee

☐ Guardian or Conservator ☐ Guardian or Conservator

☐ Other: _____ ☐ Other: _____

Signer Is Representing: _____ Signer Is Representing: _____

SCHEDULE A

Transferred Patents

Country	Title	Application No.	Filing Date	Patent No.	Date	Status
US	MAP BASED NEIGHBORHOOD SEARCH AND COMMUNITY CONTRIBUTION	11/603,442	22-Nov-06		6/24/09	Abandoned
WO	MAP BASED NEIGHBORHOOD SEARCH AND COMMUNITY CONTRIBUTION	PCT/US07/05612	05-Mar-07		9/11/08	Abandoned
US	NEIGHBORHOOD COMMERCE IN A GEO-SPATIAL ENVIRONMENT	11/709,575	21-Feb-07		12/22/09	Abandoned
US	COMMUNICATION CAPTURE IN A GEO-SPATIAL ENVIRONMENT	11/823,369	26-Jun-07		12/22/09	Abandoned
US	METHOD AND APPARATUS OF A NEIGHBORHOOD EXPRESSION AND USER CONTRIBUTION SYSTEM	60/853,499	19-Oct-06		19-Oct-07	Expired
US	METHOD AND APPARATUS OF A NEIGHBORHOOD EXPRESSION AND USER CONTRIBUTION SYSTEM	60/854,230	25-Oct-06		25-Oct-07	Expired
US	TRADE IDENTITY LICENSING IN A PROFESSIONAL SERVICES ENVIRONMENT WITH CONFLICT	60/783,226	17-Mar-06		17-Mar-07	Expired
US	SEGMENTED SERVICES HAVING A GLOBAL STRUCTURE OF NETWORKED INDEPENDENT ENTITIES	60/817,470	28-Jun-06		28-Jun-07	Expired
US	VIRAL CONCEPTS, VISUALIZATION MODES, AND COMMERCE ENABLEMENT IN A GEO-SPATIAL ENVIRONMENT					Unfiled
US	VIRAL CONCEPTS, VISUALIZATION MODES, AND COMMERCE ENABLEMENT IN A GEO-SPATIAL ENVIRONMENT	60/899,774	05-Feb-07		05-Feb-08	Expired
US	USER-GENERATED COMMUNITY PUBLICATION IN A GEO-SPATIAL ENVIRONMENT	11/709,576	21-Feb-07		9/29/09	Abandoned
WO	USER-GENERATED COMMUNITY PUBLICATION IN A GEO-SPATIAL ENVIRONMENT	PCT/US07/06380	13-Mar-07		8/20/09	Abandoned
US	MARKER PLACEMENT IN A MAPPING ENVIRONMENT	11/714,324	05-Mar-07		10/15/10	Abandoned
WO	MARKER PLACEMENT IN A MAPPING ENVIRONMENT	PCT/US07/05610	05-Mar-07		9/11/08	Abandoned
US	WIKI GROUPS OF AN ONLINE COMMUNITY	11/715,647	07-Mar-07		3/30/10	Abandoned
WO	WIKI GROUPS OF AN ONLINE COMMUNITY	PCT/US07/05999	08-Mar-07		9/8/09	Abandoned
US	USER-MANAGED COUPONS IN GEO-SPATIAL ENVIRONMENT	11/716,198	08-Mar-07		1/4/10	Abandoned
WO	USER-MANAGED COUPONS IN GEO-SPATIAL ENVIRONMENT	PCT/US07/06051	08-Mar-07		9/8/09	Abandoned
US	PEOPLE AND BUSINESS	11/717,808	13-Mar-07		10/28/09	Abandoned

PATENT ASSIGNMENT
SCHEDULE A-1

PATENT
REEL: 027186 FRAME: 0605

Country	Title	Application No.	Filing Date	Patent No.	Date	Status
	SEARCH RESULT OPTIMIZATION					
WO	PEOPLE AND BUSINESS SEARCH RESULT OPTIMIZATION	PCT/US07/06478	13-Mar-07		9/13/09	Abandoned
US	DISPUTE RESOLUTION IN A GEO-SPATIAL ENVIRONMENT	11/717,807	13-Mar-07		6/4/10	Abandoned
US	YOUTH COMMUNITIES IN A GEO-SPATIAL ENVIRONMENT	11/724,761	15-Mar-07		1/6/10	Abandoned
US	MULTI-OCCUPANT STRUCTURE IN A GEO-SPATIAL ENVIRONMENT	11/725,652	19-Mar-07			Pending
US	MOBILE CONTENT CREATION, SHARING, AND COMMERCE IN A GEO-SPATIAL ENVIRONMENT	11/728,848	26-Mar-07			Pending
WO	MOBILE CONTENT CREATION, SHARING, AND COMMERCE IN A GEO-SPATIAL ENVIRONMENT	PCT/US07/07639	26-Mar-07		9/26/09	Abandoned
US	MOBILE CONTENT CREATION, SHARING, AND COMMERCE IN A GEO-SPATIAL ENVIRONMENT	13/080,735	6-Apr-11			Pending
US	CAMPAIGN IN A GEO-SPATIAL ENVIRONMENT	11/731,489	29-Mar-07			Pending
US	USER SUGGESTED ORDERING TO INFLUENCE SEARCH RESULT RANKING	11/891,885	13-Aug-07			Pending
US	USER SUGGESTED ORDERING TO INFLUENCE SEARCH RESULT RANKING	60/921,339	30-Mar-07		30-Mar-08	Expired
US	DEMAND AGGREGATION IN A GEO-SPATIAL NETWORK	11/784,137	4-Apr-07			Pending
WO	DEMAND AGGREGATION IN A GEO-SPATIAL NETWORK	PCT/US07/08637	04-Apr-07		10/4/09	Abandoned
US	TRAVEL ARRANGEMENTS THROUGH BUDDY LISTS IN A GEOSOCIAL ENVIRONMENT	11/786,330	11-Apr-07		1/19/11	Abandoned
US	INTERIOR SPACES IN A GEO-SPATIAL ENVIRONMENT	11/789,741	24-Apr-07		12/22/10	Abandoned
US	METHOD AND APPARATUS FOR GEO-SPATIAL AND SOCIAL RELATIONSHIP ANALYSIS	11/799,282	30-Apr-07		8/16/10	Abandoned
US	OPT-OUT COMMUNITY NETWORK BASED ON PRESEEDDED DATA	11/800,884	07-May-07		1/22/10	Abandoned
US	PROPERTY BILLBOARDING AND FINANCIAL REVENUE DISTRIBUTION TO PROPERTY OWNER IN A GEO-SPATIAL ENVIRONMENT	11/805,329	22-May-07		2/22/10	Abandoned
US	METHOD AND APPARATUS OF CUSTOMER RELATIONSHIP MANAGEMENT AND MARKETING	11/809,827	31-May-07		2/3/10	Abandoned
US	BOOKMARKING AND LASSOING IN A GEO-SPATIAL ENVIRONMENT	11/809,736	01-Jun-07		6/23/10	Abandoned
US	PET COMMERCE AND PET GROUPS IN A GEO-SPATIAL ENVIRONMENT	11/811,388	08-Jun-07		6/8/10	Abandoned
US	HOLIDAY COMMERCE AND HOLIDAY EXPRESSIONS IN A	11/827,250	10-Jul-07		5/18/09	Abandoned

PATENT ASSIGNMENT
SCHEDULE A-2

PATENT
REEL: 027186 FRAME: 0606

Country	Title	Application No.	Filing Date	Patent No.	Date	Status
	GEO-SPATIAL ENVIRONMENT					
US	MEALTIME COMMERCE AND PUBLISHING IN A GEO-SPATIAL ENVIRONMENT	11/821,144	23-Jun-07		5/6/10	Abandoned
US	NEIGHBORHOOD BARTERING A IN GEO-SPATIAL ENVIRONMENT	11/821,392	22-Jun-07			Pending
US	SECURITY IN A GEO-SPATIAL ENVIRONMENT	11/827,401	10-Jul-07			Pending
US	DIRECT MAILING IN A GEO-SPATIAL ENVIRONMENT	11/827,834	12-Jul-07		4/28/10	Abandoned
US	CHARACTER EXPRESSION IN A GEO-SPATIAL ENVIRONMENT	11/827,936	12-Jul-07	7,966,567	6/21/2011	Granted
US	CHARACTER EXPRESSION IN A GEO-SPATIAL ENVIRONMENT	13/108,111	16-May-11			Pending
US	GOVERNMENT STRUCTURES IN A GEO-SPATIAL ENVIRONMENT	11/827,835	12-Jul-07			Pending
US	SHORT TERM RESIDENTIAL SPACES IN A GEO-SPATIAL ENVIRONMENT	11/827,774	13-Jul-07		5/6/10	Abandoned
US	NOTIFICATIONS IN A GEO-SPATIAL SOCIAL NETWORK	11/827,776	13-Jul-07		4/16/10	Abandoned
US	PEOPLE SEARCH OPTIMIZED BACKEND GEO-SPATIAL INFRASTRUCTURE	60/961,347	20-Jul-07		20-Jul-08	Expired
US	METHOD AND SYSTEM OF DETERMINING REGIONS OF INFLUENCE IN A COMMUNITY NETWORK	60/961,388	20-Jul-07		20-Jul-08	Expired
US	JOB SEARCH IN A GEO-SPATIAL ENVIRONMENT	11/897,053	28-Aug-07		6/8/10	Abandoned
US	POLLING IN A GEO-SPATIAL ENVIRONMENT	11/897,088	28-Aug-07			Pending
US	BUSINESS REVIEWS CLAIMING IN A GEO-SPATIAL ENVIRONMENT	11/897,908	30-Aug-07			Pending
US	GENERATIONAL VIEWS IN A GEO-SPATIAL ENVIRONMENT	11/897,797	30-Aug-07		2/22/11	Abandoned
US	COMMUNITY BOUNDARIES IN A GEO-SPATIAL ENVIRONMENT	11/897,689	30-Aug-07		4/14/11	Abandoned
US	PERSONA MANAGEMENT IN A GEO-SPATIAL ENVIRONMENT	11/897,903	30-Aug-07		6/30/10	Abandoned
US	NEIGHBORHOOD BLOCK COMMUNICATION METHOD AND SYSTEM	11/899,430	05-Sep-07		4/13/10	Abandoned
US	DIRECTORIES AND GROUPINGS IN A GEO-SPATIAL ENVIRONMENT	11/899,423	5-Sep-07			Pending
US	NEIGHBOR TO NEIGHBOR RELAY IN A GEO-SPATIAL ENVIRONMENT	11/900,364	10-Sep-07			Pending
US	METHOD AND APPARATUS FOR COLLABORATIVE PLANNING	61/072,666	31-Mar-08		31-Mar-09	Expired
US	SOCIALLY RELEVANT AND ACTIVITY AWARE LOCAL SEARCH	12/415,969	31-Mar-09			Pending
US	COLLABORATIVE AND PERSONALIZED MAPPING	61/072,667	31-Mar-08		31-Mar-09	Expired

PATENT ASSIGNMENT
SCHEDULE A-3

PATENT
REEL: 027186 FRAME: 0607

Country	Title	Application No.	Filing Date	Patent No.	Date	Status
US	LOCAL SEARCH	61/072,665	31-Mar-08		31-Mar-09	Expired
US	COLLECTING METADATA FOR ON-LINE DIRECTORIES AND SEARCH ENGINES USING A GAME-BASED INTERFACE	61/072,669	31-Mar-08		31-Mar-09	Expired
US	URI REPRESENTATION FOR REAL LIFE ENTITIES	61/072,668	31-Mar-08		31-Mar-09	Expired

PATENT ASSIGNMENT
SCHEDULE A-4

RECORDED: 11/07/2011

PATENT
REEL: 027186 FRAME: 0608