

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
John Jeffrey Martin	12/03/2009
Steve Hales	12/03/2009
Joseph Vierra	12/03/2009
Eugene Han	12/03/2009
Alberto Moriondo	11/19/2009
<b>RECEIVING PARTY DATA</b>	
Name:	Tribal Brands
Street Address:	400 South El Camino Real, Suite 850
City:	San Mateo
State/Country:	CALIFORNIA
Postal Code:	94402
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12557324
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(408)720-8383
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Email:	carla_vignola@bstz.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	Thomas C. Webster
Address Line 1:	1279 Oakmead Parkway
Address Line 4:	Sunnyvale, CALIFORNIA 94085
ATTORNEY DOCKET NUMBER:	8694P002
NAME OF SUBMITTER:	Thomas C. Webster, Reg. No. 46,154
Total Attachments: 3 source=8694P002 ASSIGNMENT#page1.tif source=8694P002 ASSIGNMENT#page2.tif source=8694P002 ASSIGNMENT#page3.tif	

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**PATENT**  
**REEL: 027248 FRAME: 0808**

## **ASSIGNMENT**

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, we, the undersigned:

**John Jeffrey Martin; Steve Hales; Joseph Vierra; Eugene Han; Alberto Moriondo**

hereby sell, assign, and transfer to

### **Tribal Brands**

a Corporation of Delaware, having a principal place of business at 400 South El Camino Real Suite 850, San Mateo, California 94402 USA ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the application (provisional or non-provisional) for the United States patent which may have a declaration executed by the undersigned prior hereto or concurrently herewith and is entitled

### **System and Method For Intelligently Distributing Content To A Mobile Device Based On A Detected Location Of The Mobile Device and Context Data Defining Characteristics Of The Location At A Particular Date and Time**

said patent application also identified as follows (when known):

[I/we hereby authorize an attorney or agent for said Assignee to insert below the application number and filing date of said patent application when known.]

United States Patent Application Number 12/557,324 filed September 10, 2009.

and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said inventions or improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said inventions or improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and legal representatives all facts known to the undersigned relating to said inventions or improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or legal representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents and all patents on said inventions or improvements, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

Date

12-3-07

Name: **John Jeffrey Martin**

Date

12/3/09

Name: **Steve Hales**

Date

12/3/09

Name: **Joseph Vierra**

Date

Name: **Eugene Han**

Date

Name: **Alberto Moriondo**

Date

Name:

Date

Name:

Date

Name:

Date

Name:

Date

Name:

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Name:

Date

Name:

Assignment Document Return Address:

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP  
1279 Oakmead Parkway  
Sunnyvale, CA 94085-4040

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covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

Date Name: John Jeffrey Martin

Date Name: Steve Hales

Date Name: Joseph Vierra

Date Name: Eugene Han

11/19/09 Alberto Moriondo

Date Name: Alberto Moriondo

Date Name:

Date Name:

Date Name:

Date Name:

Date Name:

Date Name:

Date Name:

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