

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Wayne Lin	11/20/2011
RECEIVING PARTY DATA	
Name:	Priceplay Advertising, Inc.
Street Address:	815 Brazos St. 500
City:	Austin
State/Country:	TEXAS
Postal Code:	78701
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	12927547
Application Number:	13200230
CORRESPONDENCE DATA	
Fax Number:	(714)781-9990
Email:	wlin@priceplay.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:	Wayne Lin
Address Line 1:	43 Solstice
Address Line 4:	Irvine, CALIFORNIA 92602
NAME OF SUBMITTER:	Wayne Lin
Total Attachments: 1 source=assignment Wayne Lin to PPAdvertising#page1.tif	

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REEL: 027283 FRAME: 0108

PATENT AND INTELLECTUAL PROPERTY ASSIGNMENT

THIS AGREEMENT is made on the 20th day of November 2011 by and between Wayne Lin, an individual resides at 2nd Floor No. 48, Fu Fo Street, New Taipei City, Taiwan and Priceplay Advertising, Inc. (Priceplay Advertising), a company incorporated in the State of Texas having a place of business at 815 Brazos St. #500, Austin, TX 78701.

WHEREAS, Wayne Lin and Priceplay Advertising are parties having an agreement in which Wayne Lin agrees to assign to Priceplay Advertising its title, rights, and interest in and to the patents and patent applications described herein and collectively referred to as the "Assigned Patents," including US Patent Applications 12927547 and 13200230.

WHEREAS, Wayne Lin and Priceplay Advertising wish to document by formal assignment to Priceplay Advertising of Wayne Lin's title, interest and rights in the assigned patents.

Wayne Lin and Priceplay Advertising therefore agree as follows.

For goods and valuable consideration, receipt of which is hereby acknowledged, Wayne Lin hereby assigns to Priceplay Advertising all of the rights, title and interest in the inventions disclosed in the Assigned Patents, including the Assigned patents, and all divisions, continuations, continuations-in-part, reissues, re-examinations and extensions of the assigned patents. Wayne Lin further acknowledges that included in this assignment is the right to bring suit to enforce any of the Assigned patents, against activities which occurred before the date of this Agreement.

IN WITNESS WHEREOF, this Agreement was executed by Wayne Lin and Priceplay Advertising on November 20th, 2011.

Wayne Lin

Priceplay Advertising, Inc.

Wayne Lin

By Wayne Lin, CEO