

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Theresa Klinger	12/18/2008
Ariel Wada	12/18/2008
RECEIVING PARTY DATA	
Name:	Pure Verticals, Inc.
Street Address:	4690 East Second Street
Internal Address:	Suite 5A
City:	Benicia
State/Country:	CALIFORNIA
Postal Code:	94510
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12313423
CORRESPONDENCE DATA	
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Correspondent Name:	Brian R. Galvin
Address Line 1:	PO Box 2360
Address Line 4:	Silverdale, WASHINGTON 98383-2360
ATTORNEY DOCKET NUMBER:	1102.01
NAME OF SUBMITTER:	Brian R. Galvin
Total Attachments: 2 source=1102_01_Assignment_Executed_12-18-2008#page1.tif source=1102_01_Assignment_Executed_12-18-2008#page2.tif	

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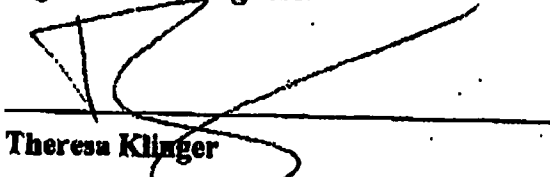
For good and valuable consideration, receipt of which is hereby acknowledged, I, **Theresa Klinger and Ariel Wada** do hereby sell, assign and transfer unto the **Pure Verticals, Inc.** (having its principle place of business **4690 East Second Street, Suite 5A, Benicia, CA 94510**, hereinafter called the "Assignee"), its successors and assigns, the entire world-wide title, interest and right, including the right of priority controlled by me, in, to and under Letters Patent of the United States, the patent application, docket number **1102.01**, entitled "**Method and System for Monetizing Third Party Content**," which bears application serial number **12/313,423**, filed on **11/19/2008**, and the invention and any of them therein set forth and described, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefore based on the original application for said U. S. Letters Patent, and all divisions, reissues, substitutions, continuations, and extensions thereof which may be granted relating thereto in any country; and

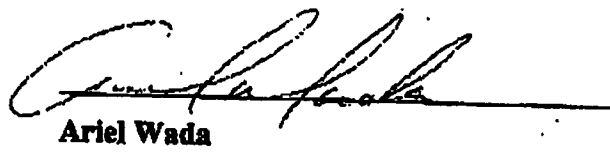
For the above consideration I agree promptly upon request of the Assignee, its successors or assigns, to execute and deliver without further compensation, divisional or reissue, or other papers which may be necessary or desirable fully to secure to the Assignee, its successors and assigns, the inventions and any of them, described in said application and all patent rights therein, in the United States and in any country foreign thereto, and to cooperate and assist in the prosecution of appeal and interface proceedings involving said inventions and in the adjudication or re-examination of said Letters Patent provided the expenses which may be incurred by me in lending such cooperation and assistance be paid by the Assignee.

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For the additional consideration of one dollar (\$1), receipt of which is hereby acknowledged, I do hereby sell, assign and transfer unto the **Pure Verticals, Inc.** any residual rights, including all moral rights, related to the patent application, docket number **1102.01**, entitled "**Method and System for Monetizing Third-Party Content**," which bears application serial number 12/313,423, filed 11/19/2008, the invention and any of them therein set forth and described, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefore based on the original application for said U. S. Letters Patent, and all divisions, reissues, substitutions, continuations, and extensions thereof which may be granted relating thereto in any country.

Signature of Assignors:


Theresa Klinger
12/18/08
Date


Ariel Wada
12/18/08
Date