

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Shelton Harrison Jr.	12/09/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Search and Social Media Partners LLC
<b>Street Address:</b>	9903 Santa Monica Blvd. #456
<b>City:</b>	Beverly Hills
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90067
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12658727
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(310)203-7199
<b>Email:</b>	patents@irell.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Correspondent Name:</b>	Irell & Manella LLP
<b>Address Line 1:</b>	1800 Avenue of the Stars, Ste. 900
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067
<b>ATTORNEY DOCKET NUMBER:</b>	162029-0001(727)
<b>NAME OF SUBMITTER:</b>	Ben J. Yorks
<b>Total Attachments: 2</b> source=727_Assignment#page1.tif source=727_Assignment#page2.tif	

**CH \$40.00 12658727**

# ASSIGNMENT

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

**Shelton Harrison, Jr.**

hereby sell, assign, and transfer to:

**Search and Social Media Partners LLC**

a limited liability company having a principal place of business at 9903 Santa Monica Blvd., #456, Beverly Hills, California 90212 ("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 and improvements that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled:

**Polychromatic Encoding System, Method and Device,**

**filed February 16, 2010**

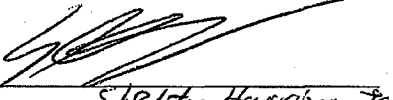
**and assigned U.S. Serial Number 12/658,727,**

and in and to said application and all provisional, divisional, continuing, continuation-in-part, substitute, renewal, reissue, 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 and improvements, with the exception of United States Patent Nos. 7,704,135 and 7,905,769 and United States Patent Application No. 12/931,898, which claim the priority of the United States Provisional Application No. 60/603,964 and were previously sold by Assignor; and in and to all original and reissued patents that have been or shall be issued in the United States and all foreign countries on said inventions and improvements, and in and to all rights of priority resulting from the filing of said United States application, and in all subsequent PCT and foreign applications claiming priority to the United States application;

agree that said Assignee may apply for and receive a patent or patents for said inventions and 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 divisional, continuing, continuation-in-part, substitute, renewal, reissue, and all other patent applications on any and all said inventions and improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said inventions and improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions and improvements and for vesting

title to said inventions and improvements, and all applications for patents and all patents on said 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.

**Inventor: Please Sign and Date Below:**

Date <u>10/9/11</u>	Name:  <u>Shelton Harrison</u>
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Assignment Document Return Address:  
Irell & Manella LLP  
Customer No. 29000