

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Thomas P. Murray</td> <td>12/02/2011</td> </tr> <tr> <td>William A. Hurst III</td> <td>12/08/2011</td> </tr> <tr> <td>Kevin Maloney</td> <td>12/12/2011</td> </tr> </tbody> </table>		Name	Execution Date	Thomas P. Murray	12/02/2011	William A. Hurst III	12/08/2011	Kevin Maloney	12/12/2011		
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<table border="1"> <tr> <td>Name:</td> <td>CUIPO, LLC</td> </tr> <tr> <td>Street Address:</td> <td>4675 MacArthur Ct., Suite 930</td> </tr> <tr> <td>City:</td> <td>Newport Beach</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>92660</td> </tr> </table>		Name:	CUIPO, LLC	Street Address:	4675 MacArthur Ct., Suite 930	City:	Newport Beach	State/Country:	CALIFORNIA	Postal Code:	92660
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: (619)923-2959 Phone: (619) 446-5603 Email: kyle.pendergrass@gmail.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Kyle M. Pendergrass, Esq. Address Line 1: 402 W. Broadway, Suite 400 Address Line 4: San Diego, CALIFORNIA 92101</p>											
ATTORNEY DOCKET NUMBER:	CUIP-001/01US										
NAME OF SUBMITTER:	Kyle M. Pendergrass										
<p>Total Attachments: 5 source=CUIP00101US_ASSIGN#page1.tif source=CUIP00101US_ASSIGN#page2.tif source=CUIP00101US_ASSIGN#page3.tif source=CUIP00101US_ASSIGN#page4.tif source=CUIP00101US_ASSIGN#page5.tif</p>											

OP \$40.00 13300246

ASSIGNMENT

Thomas P. Murray, residing at Solana Beach, CA, William A. Hurst III, residing at N. Tustin, CA, and Kevin Maloney, residing at Newport Beach, CA (each referred to as "Assignor") have made an invention(s) (the "Invention(s)") set forth in an application for patent of the United States, entitled SYSTEMS AND METHODS FOR SPONSORSHIP OF SELECTED CAUSES, and which is a non-provisional application bearing Application No. 13/300,246, and filed on November 18, 2011.

WHEREAS, CUIPO, LLC, a corporation duly organized under and pursuant to the laws of Delaware, and having its principal place of business at 4675 MacArthur Ct., Suite 930, Newport Beach, CA 92660 (the "Assignee"), is desirous of acquiring the entire right, title, and interest in: the Invention; the application for patent identified in paragraph (1) or (2); the right to file applications for patent of the United States or other countries on the Invention; any application for patent of the United States or other countries claiming priority to these application; any provisional or other right to recover damages, including royalties, for prior infringements of these applications; and any patent of the United States or other countries that may be granted therefor or thereon.

NOW, THEREFORE, for good and sufficient consideration, the receipt of which is hereby acknowledged, and to the extent that the Assignor has not done so already via a prior agreement with the Assignee, or if the Assignor has already done so via a prior agreement with the Assignee then in confirmation of any obligation to do so in said prior agreement, the Assignor has sold, assigned, transferred, and set over, and by these presents does sell, assign, transfer, and set over, unto the Assignee, its successors, legal representatives, and assigns, the Assignor's entire right, title, and interest in:

- (a) the Invention(s);
- (b) the application for patent identified in paragraph (1) or (2);
- (c) the right to file applications for patent of the United States or other countries on the Invention(s), including all rights under the Paris Convention for the Protection of Industrial Property and under the Patent Cooperation Treaty;
- (d) any application(s) for patent of the United States or other countries claiming the Invention(s);
- (e) any application(s) for patent of the United States or other countries claiming priority to the application for patent identified in paragraph (1) or (2) or any application(s) for patent claiming the Invention(s), including any division(s), continuation(s), and continuation(s)-in-part; and

(f) any provisional or other right to recover damages, including royalties, for prior infringements of any application for patent identified in the preceding paragraphs (b)-(e); and

(g) any patent(s) of the United States or other countries that may be granted for or on any application for patent identified in the preceding paragraphs (b) – (e), including any reissue(s) and extension(s) of said patent(s).

The above-granted rights, titles, and interests are to be held and enjoyed by the Assignee, for its own use and behalf and the use and behalf of its successors, legal representatives, and assigns, as fully and entirely as the same would have been held and enjoyed by the Assignor had this sale and assignment not been made.

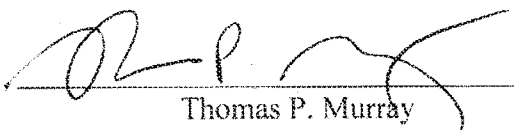
The Assignor hereby represents to the Assignee, its successors, legal representatives, and assigns, that, at the time of execution and delivery of these presents, or if applicable, at such time said prior agreement was executed, the Assignor is a lawful owner of an undivided interest in the entire right, title, and interest in and to the Invention(s), that the Invention(s) are unencumbered, except, if applicable, by obligation to assign in accordance with said prior agreement, and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner set forth herein.

The Assignor hereby covenants and agrees to and with the Assignee, its successors, legal representatives, and assigns, that the Assignor will sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done in connection with any and all proceedings for the procurement, maintenance, enforcement and defense of the Invention(s), said applications, and said patents, including interference proceedings, without charge to the Assignor, its successors, legal representatives, and assigns, but at the cost and expense of the Assignee, its successors, legal representatives, and assigns.

The Assignor hereby authorizes and requests the attorneys of WALKER PENDERGRASS & TIETSWORTH, LLP to insert in the spaces provided above the filing date, the application number, and the attorney docket number of the application identified in paragraph (1) or (2) when known.

The Assignor hereby requests the Commissioner of Patents to issue said patents of the United States to the Assignee for the sole use and behalf of the Assignee, its successors, legal representatives, and assigns.

Date: 12-2-11

By: 
Thomas P. Murray

Date: _____

By: _____
William A. Hurst III


Date: _____

By: _____
Kevin Maloney

Date: _____

By: _____
Thomas P. Murray

Date: 12/8/2011

By: 
William A. Hurst III

Date: _____

By: _____
Kevin Maloney

Date: _____

By: _____
Thomas P. Murray

Date: _____

By: _____
William A. Hurst III

Date: 12/12/11

By: 
Kevin Maloney