

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Priceplay Advertising, Inc.	01/15/2012
RECEIVING PARTY DATA	
Name:	Priceplay.com, Inc.
Street Address:	113 Barksdale Professional Center
City:	Newark
State/Country:	DELAWARE
Postal Code:	19711-3258
PROPERTY NUMBERS Total: 5	
Property Type	Number
Application Number:	11246659
Application Number:	12927547
Application Number:	13200230
Patent Number:	6978253
Patent Number:	8050982
CORRESPONDENCE DATA	
Fax Number:	(714)781-9990
Phone:	714-7819990
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 PP Advertising to PPCOMVERDANA#page1.tif	

OP \$200.00 11246659

PATENT AND INTELLECTUAL PROPERTY ASSIGNMENT

THIS AGREEMENT is made on the 15th day of January, 2012 by and between 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 and Priceplay.com, Inc. (Priceplay.com), a company incorporated in the State of Delaware having a place of business at 113 Barksdale Professional Center, Newark, DE 19711-3258

WHEREAS, Priceplay Advertising and Priceplay.com are parties having an agreement in which Priceplay Advertising agrees to assign to Priceplay.com 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 6978253, 8050982, and US Patent Applications 11246659, 12927547, and 13200230.

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

Priceplay Advertising and Priceplay.com therefore agree as follows.

For goods and valuable consideration, receipt of which is hereby acknowledged, Priceplay Advertising hereby assigns to Priceplay.com 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. Priceplay Advertising 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 THEREOF, this Agreement was executed by Priceplay Advertising and Priceplay.com on January 15th, 2012.

Priceplay Advertising, Inc.
Inc.

Priceplay.com,

By Wayne Lin, CEO

By Wayne Lin, CEO