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PATENTS ONLY

Atty Ref/Docket No.: 3291.004US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Erik Paul Bethke, Scott Koenigsberg, Amitt Mahajan,
Matthew Adam Ocko

Additional name(s) of conveying party(ies) attached?

[] Yes [X] No

2. Name and address of receiving party(ies):

Name: Zynga Inc.

Street Address: 699 Eighth Street

City: San Francisco State: CA Zip: 94103

Country: United States of America

Additional name(s) & address(es) attached? [] Yes [X] No

3. Nature of conveyance:

- Assignment [] Merger
- [] Security Agreement [] Change of Name
- [] Other

Execution Date: September 21, 2011, September 12, 2011, August 22, 11, July 28, 2011

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

B. Patent No.(s)

Serial No. 13/174,720, filed June 30, 2011

Additional numbers attached? [] Yes [X] No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Kirt L. Iverson

Address:

Schwegman, Lundberg & Woessner, P.A.
P.O. Box 2938
Minneapolis, MN 55402-0938

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

Enclosed

Authorized to be charged to deposit account
19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Kirt L. Iverson/Reg. No. 62,660

Name of Person Signing



Signature

October 25, 2011

Date

Total number of pages including cover sheet: 7

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Mail Stop Assignment Recordation Services
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Alexandria, VA 22313-1450

CH \$40.00 190743 13174720

Attorney Docket No. 3291.004US1

Client Ref. No. P1045US1 / LBS

ASSIGNMENT

WHEREAS, We, Erik Paul Bethke, Scott Koenigsberg, Amitt Mahajan, and Matthew Adam Ocko, made certain new and useful inventions and improvements which are described in an application for U.S. Letters Patent on **June 30, 2011**, which application was assigned U.S. patent application serial number **13/174,720**, and is entitled **INCENTIVIZING LOCATION-BASED ACTIONS BY GROUPS**;

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned do hereby:

SELL, ASSIGN AND TRANSFER to Zynga Inc. (the "Assignee"), a corporation of the State of DE, having a place of business at 444 De Haro Street, Suite 132, San Francisco, CA 94107, the entire right, title and interest for the United States and all foreign countries in and to: any and all inventions and improvements which are disclosed in the identified application for U.S. Letters Patent, and which may be further identified below; such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries on any of such inventions and/or improvements (including any applications for utility models); all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such inventions and/or improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and to claim priority based on the identified application;

AUTHORIZE AND REQUEST that any attorney associated with U.S. PTO Customer No. 21186 may (directly or through his/her designee) delete, insert, or alter any information identifying this application, or any related application, below, after execution of this Assignment;

Additional Application Information

No Provisional claim for priority is being made at this time.

No U.S. Non-Provisional claim for priority is being made at this time.

No International or foreign claim for priority is being made at this time.

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and/or property herein conveyed has been or will be

Assignment

Client Ref. No. P1045US1 / LBS

Assignors: Erik Paul Bettke et al.

Title: INCENTIVIZING LOCATION-BASED ACTIONS BY GROUPS

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Docket No: 3291 004US1

Serial Number: 13/174,720

made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the undersigned will (1) execute all provisional, non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such improvements in the Assignee, or for securing, maintaining and enforcing proper patent protection for such improvements;

THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned, and is to extend to the benefit of the successors, assigns and nominees of the Assignee.

AGREED as of the date of my signature below:

Assignment
Client Ref. No. P1045081 / LBS
Assignors: Erik Paul Bethke et al.
Title: INCENTIVIZING LOCATION-BASED ACTIONS BY GROUPS
Page 3 of 6

Docket No: 3291,004US1

Serial Number: 13/174,720

Inventor: 1:

(Signature):

Name: Erik Paul Bethke

Date:

Residing at: 2519 Carlson Boulevard, Richmond, CA 94804

Country of Citizenship: United States of America

Assignment
Client Ref. No. P1045US1 / LBS
Assignors: Erik Paul Bethke et al.
Title: INCENTIVIZING LOCATION-BASED ACTIONS BY GROUPS
Page 4 of 6

Docket No: 3291.004US1
Serial Number: 13/174,720

Inventor: 2:

(Signature):

Name: Scott Koenigsberg

Date:

9/12/11

Residing at:

Street address:

752B PORTOLA ST

City:

SAN FRANCISCO

State/ Zip Code

CA 94129

Country

US

Country of Citizenship:

US

Assignment

Client Ref. No. P1045US1 / LBS

Assignors: Erik Paul Bethke et al.

Title: INCENTIVIZING LOCATION-BASED ACTIONS BY GROUPS

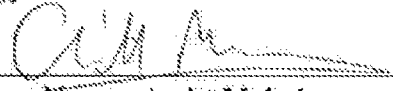
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Docket No: 3291.004US1

Serial Number: 13/174,720

Inventor: 3:

(Signature):



Name: Amitt Mahajan

Date:

8/2/2011

Residing at:

Street address: 1337 California St. APT #6

City: SAN FRANCISCO

State/ Zip Code: CA, 94109

Country: USA

Country of Citizenship: USA

Assignment

Client Ref. No. P1045US1/LBS.

Assignors: Erik Paul Bethke et al.

Title: INCENTIVIZING LOCATION-BASED ACTIONS BY GROUPS

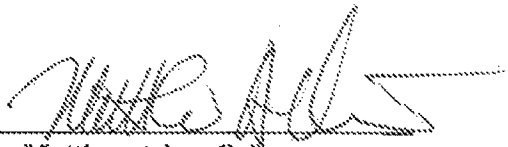
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Docket No: 3291.064US1

Serial Number: 13/174,720

Inventor: 4:

(Signature):



Name: Matthew Adam Ocko

Date:

7/25/2011

Residing at: 555 Bryant St., Suite 717, Palo Alto, CA 94301

Country of Citizenship: United States of America