

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
LashBack, Inc.	01/01/2012
RECEIVING PARTY DATA	
Name:	LashBack, LLC
Street Address:	555 Washington Ave., Suite 400
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63101
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	7620690
CORRESPONDENCE DATA	
Fax Number:	(949)943-8358
Phone:	949-943-8300
Email:	lweiland@fishiplaw.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:	Robert D. Fish, Fish & Associates, PC
Address Line 1:	2603 Main Street, Suite 1000
Address Line 4:	Irvine, CALIFORNIA 92614
ATTORNEY DOCKET NUMBER:	101718.0005US1
NAME OF SUBMITTER:	Robert D. Fish
Total Attachments: 3 source=Assignment - Inc to LLC (2012-01-01)#page1.tif source=Assignment - Inc to LLC (2012-01-01)#page2.tif source=Assignment - Inc to LLC (2012-01-01)#page3.tif	

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PATENT ASSIGNMENT AGREEMENT

This Patent Assignment Agreement (this "Agreement") is entered into as of January 1, 2012 (the "Effective Date") by and between Lashback Incorporated, a Missouri corporation ("Assignor"), and Lashback, LLC, a Delaware limited liability company ("Assignee", together with Assignor, the "Parties").

WHEREAS, Assignor and Assignee have entered into that certain Agreement for Purchase and Sale of Assets dated as of the date hereof (the "Asset Purchase Agreement"), providing for, among other things, the sale, conveyance, transfer and delivery by Assignor to Assignee of all right, title and interest in and to the Intellectual Property owned by Assignor and used in the conduct of the Business; and

WHEREAS, Assignor has agreed to transfer, sell and assign to the Assignee all right, title and interest in and to the patent(s) or patent application(s) (collectively "Patents and Patent Applications") set forth on Schedule A hereto.

NOW, THEREFORE, in consideration of the representations, warranties and covenants contained herein and in the Asset Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereto hereby agree as follows:

1. Assignment. The Assignor does hereby sell, assign, transfer and set over to Assignee the entire right, title and interest in and to the Patents and Patent Applications, and all applications, divisions, substitutions, continuations and continuations-in-part thereof, and all reissues and extensions thereof, and all priority rights under the International Convention for the Protection of Industrial Property for every member country, and all applications for patents (including related rights such as utility-model registrations, inventor's certificates, and the like) heretofore or hereafter filed for said improvements in any foreign countries, and all patents (including all extensions, renewals and reissues thereof) granted for said improvements in any foreign countries; and Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said improvements to Assignee in accordance with the terms of this assignment.

2. Rights and Privileges. The Assignor agrees that all rights and privileges, including without limitation the right to sue for and receive all damages from future infringements of any Patent or any patent issued pursuant to any Patent Application, shall be held and enjoyed by the Assignee and its successors and assigns.

3. Further Assurances. The Assignor agrees to execute and deliver at any future date any additional documents that the Assignee reasonably determines are required to perfect the Assignee's ownership of or title to the Patents and Patent Applications.

4. Authorization. The Assignor authorizes and requests the United States Commissioner of Patents and Trademarks, and any other official throughout the world whose duty is to register and record ownership in patent registrations and applications for registration of patents, to record the Assignor as the assignor and owner of any and all of the Assignor's rights in the Patents and Patent Applications.

5. Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of California.

6. Defined Terms. Any defined term not specifically defined herein shall have the meaning specified to it in the Asset Purchase Agreement.

7. Integration. This Agreement, together with the Asset Purchase Agreement and its exhibits and schedules, represents the entire agreement and understanding between the Parties concerning the subject matter hereof, and may not be amended except by the written agreement of the Parties.

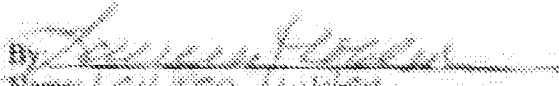
8. Counterparts. This Agreement may be executed in two or more counterparts, which may be facsimile counterparts, each of which shall be deemed to be an original but all of which shall constitute one and the same instrument.

IN WITNESS WHEREOF, the Parties have duly executed this Agreement as of the date first written above.

ASSIGNEE:

LASHBACK, LLC

a Delaware limited liability company

By: 

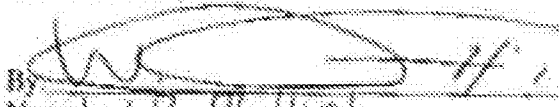
Name: Lauren Hopien

Title:

ASSIGNOR:

LASHBACK INCORPORATED

A Missouri corporation

By: 

Name: W. B. Phillips

Title: Manager

Schedule A

Pat/App/Pub. No. & Title	Filing/Issue Dates	Ownership
US Pat. No. 7,620,690 Ser. No. 10/972,531 PRIVACY CONTROL SYSTEM FOR ELECTRONIC COMMUNICATION	Filed: October 24, 2004 Issued: November 17, 2009 Note: Corrected Patent with Additional Claims Approved	Exclusive
US Pat. No. TBD (Allowed - Continuation of 10/972,531) Ser. No. 12/819,715 PRIVACY CONTROL SYSTEM FOR ELECTRONIC COMMUNICATION	Filed: November 14, 2009 Issued: TBD Note: Application Allowed & Issue Fee Due	Exclusive