

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
STARCITE, INC.	02/09/2012
RECEIVING PARTY DATA	
Name:	THE ACTIVE NETWORK, INC.
Street Address:	10182 TELESIS COURT
Internal Address:	SUITE 300
City:	SAN DIEGO
State/Country:	CALIFORNIA
Postal Code:	92121
PROPERTY NUMBERS Total: 2	
Property Type	Number
Patent Number:	7523385
Patent Number:	8065171
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ATTORNEY DOCKET NUMBER:	ACNET-000
NAME OF SUBMITTER:	BENJAMIN N. DIEDERICH
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PATENT

# ASSIGNMENT OF PATENT & APPLICATIONS

Docket Number:  
ACNET-000

Whereas, STARCITE, INC., a Delaware corporation whose business mailing address is 1650 Arch Street, 18<sup>th</sup> Floor, Philadelphia, Pennsylvania 19103, hereafter referred to as "Assignor", is the owner of the entire right, title and interest in and to the following patent and patent application:

United States Patent Number 7,523,385 entitled SYSTEM AND METHOD FOR ENTERPRISE EVENT MARKETING AND MANAGEMENT AUTOMATION issued April 21, 2009; and

United States Patent Number 8,065,171 entitled EVENT PLANNING SYSTEM issued November 22, 2011;

Whereas THE ACTIVE NETWORK, INC., a Delaware corporation having a principal place of business at 10182 Telesis Court, Suite 300, San Diego, California 92121, herein referred to as "Assignees" is desirous of acquiring the entire right, title and interest in the same;

Now, therefore, in consideration of the sum of One dollar (\$1.00), the receipt whereof is acknowledged, and other good and valuable consideration, Assignor, by these presents does sell, assign and transfer unto said Assignees the full and exclusive right to the said improvements in the United States, and by these presents does hereby sell, assign, transfer and set over, unto Assignees, their successors, legal representatives and assigns, Assignor's entire right, title and interest in, to and under said improvements, and said applications and all divisions, renewals, continuations, and continuations-in-part thereof, and all United States Letters patent which may be granted thereon and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, including the full right to claim for any such application the priority benefits of the International Convention for the Protection of Industrial Property and other priority-conferring treaties, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, divisions, continuations, continuations-in-part, renewals and reissues thereof; and Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to said Assignees, their successors, legal representatives and assigns, in accordance with the terms of this instrument; I hereby authorize and request the Commissioner of Patents and Trademarks to issue said United States Patent to said Assignees, of the entire right, title, and interest in and to the same, for their sole use and behoof; and for the use and behoof of their legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by Assignor had this assignment and sale not been made.

Executed this 09 day of February, 2012, at  
10182 Telesis Ct, San Diego, CA 92121

(Signature)

MIKE SKELLY, CFO

State of california  
County of San Diego

On 09 Feb 2012 before me, M. McFeely, Notary, personally

appeared Mike Skelly who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature



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RECORDED: 02/10/2012

REEL: 027685 FRAME: 0415