

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| 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>Michelle Martignoni</td> <td>07/13/2011</td> </tr> <tr> <td>Florencia Tarelli</td> <td>07/13/2011</td> </tr> </tbody> </table> | | Name | Execution Date | Michelle Martignoni | 07/13/2011 | Florencia Tarelli | 07/13/2011 | | | | |
| Name | Execution Date | | | | | | | | | | |
| Michelle Martignoni | 07/13/2011 | | | | | | | | | | |
| Florencia Tarelli | 07/13/2011 | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | |
| <table border="1"> <tr> <td>Name:</td> <td>ROIL Results Pty Limited</td> </tr> <tr> <td>Street Address:</td> <td>3/1 Bell Street</td> </tr> <tr> <td>City:</td> <td>Vaucluse</td> </tr> <tr> <td>State/Country:</td> <td>AUSTRALIA</td> </tr> <tr> <td>Postal Code:</td> <td>2030</td> </tr> </table> | | Name: | ROIL Results Pty Limited | Street Address: | 3/1 Bell Street | City: | Vaucluse | State/Country: | AUSTRALIA | Postal Code: | 2030 |
| Name: | ROIL Results Pty Limited | | | | | | | | | | |
| Street Address: | 3/1 Bell Street | | | | | | | | | | |
| City: | Vaucluse | | | | | | | | | | |
| State/Country: | AUSTRALIA | | | | | | | | | | |
| Postal Code: | 2030 | | | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>PCT Number:</td> <td>AU1000586</td> </tr> </tbody> </table> | | Property Type | Number | PCT Number: | AU1000586 | | | | | | |
| Property Type | Number | | | | | | | | | | |
| PCT Number: | AU1000586 | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | |
| Fax Number: | (650)618-9529 | | | | | | | | | | |
| Phone: | 6503917831 | | | | | | | | | | |
| Email: | info@faipatents.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: | FAI PATENTS | | | | | | | | | | |
| Address Line 1: | 228 Hamilton Avenue, 3rd Floor | | | | | | | | | | |
| Address Line 4: | Palo Alto, CALIFORNIA 94301 | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | PA00702 | | | | | | | | | | |
| NAME OF SUBMITTER: | Matthew Lambrinos | | | | | | | | | | |
| Total Attachments: 8 source=uspto1#page1.tif source=uspto1#page2.tif source=uspto1#page3.tif | | | | | | | | | | | |

OP \$40.00 AU1000586

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source=USPTO2#page1.tif
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source=USPTO2#page4.tif

Assignment deed

This assignment deed is made on the date specified in the schedule between the following parties:

| | |
|-----------|--|
| Assignors | The persons named in the schedule as the Assignors |
|-----------|--|

| | |
|----------|--|
| Assignee | The person named in the schedule as the Assignee |
|----------|--|

| | |
|------------|--|
| Background | <ol style="list-style-type: none">1 The Assignors are the owners/inventors of the Intellectual Property described in the schedule.2 The Assignors have agreed to assign their whole right, title and interest in the Intellectual Property to the Assignee. |
|------------|--|

| | |
|---------------------|--|
| This deed witnesses | that in consideration of, among other things, the mutual promises contained in this deed, the parties agree: |
|---------------------|--|

1 Assignment

The Assignors assign to the Assignee and the Assignee accepts the Assignors' whole right, title and interest in and to the Intellectual Property, free from all encumbrances, together with:

- (a) full right, sole power and authority to the Assignee to apply for and obtain entry of the Assignee's name in any registers of intellectual property that are appropriate as being the sole proprietor of the Intellectual Property; and
- (b) all rights, if any, that the Assignors have to take action against third parties for infringement of the Intellectual Property, whether or not the infringement took place before the date of this deed.

2 Further action

The Assignors must execute all documents necessary to enable the Assignee to have the Assignee's name entered in any registers of intellectual property that are appropriate as being the sole proprietor of the Intellectual Property.

Schedule

Date of assignment:

13 | 7 2011

Assignors

Michelle Martignoni of 3/1 Bell Street, Vaucluse NSW 2030,
Australia

and

Florencia Tarelli of 18/104 Miller Street, PYRMONT NSW 2009,
Australia

Assignee

ROIL Results Pty Limited, ACN 134 346 231, ABN 71 134 346 231,
of 3/1 Bell Street, Vaucluse NSW 2030, Australia

Intellectual Property:

US Patent Application No 61/276,487, filed on 11 September
2009, the invention(s) described in that application and the right to
file further applications for invention(s), including applications in
foreign countries, described in that application.

International Patent Application No PCT/AU2010/000586 filed on
18 May 2010 entitled "A method and system for determining
effectiveness of marketing" and claiming convention priority from
US Patent Application No 61/276,487, filed on 11 September 2009.

Australian Patent Application No 2010257332 filed on 18 May 2010
entitled "A method and system for determining effectiveness of
marketing", the invention(s) described in that application and the
right to file further applications for invention(s), including
applications in foreign countries, described in that application.

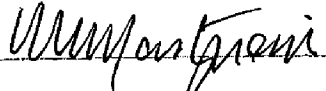
Executed as a deed

Freehills


Patent & Trade Mark Attorneys

Assignor

Signed sealed and delivered by
Michelle Martignoni

sign here ► 
print name M. MARTIGNONI

In the presence of

sign here ► 
Witness
print name JOHN MITCHELL

Assignor

Signed sealed and delivered by
Florencia Tarelli

sign here ► _____
print name _____

In the presence of

sign here ► _____
Witness
print name _____

Freehills

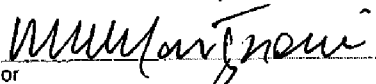
Patent & Trade Mark Attorneys

Assignee

Signed sealed and delivered by
ROIL Results Pty Limited
by

sign here ► 
Company Secretary/Director

print name M. MARTIGNONI

sign here ► 
Director

print name M. MARTIGNONI

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right to file further applications for invention(s), including
applications in foreign countries, described in that application.

Executed as a deed

Freehills

Patent & Trade Mark Attorneys

Assignor

Signed sealed and delivered by
Michelle Martignoni

sign here ► _____

print name _____

In the presence of

sign here ► _____

Witness

print name _____

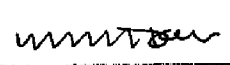
Assignor

Signed sealed and delivered by
Florence Tarelli

sign here ►  _____

print name FLORENCE TARELLI

In the presence of

sign here ►  _____

Witness

print name Yves HAZAN

Freehills

Patent & Trade Mark Attorneys

Assignee

Signed sealed and delivered by
ROIL Results Pty Limited
by

sign here ►

Company Secretary/Director

print name

sign here ►

Director

print name
