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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Daniel Robert Jamele
Norm Ellison

2. Name and address of receiving party(ies)

Name: MediaMation, Inc.

Internal Address: _____

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) January 18, 2012

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Joint Research Agreement☐ Government Interest Assignment☐ Executive Order 9424, Confirmatory License☐ Other _____

Street Address: 2213 Border Avenue

City: Torrance

State: CA

Country: USA

Zip 90501

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application or patent number(s):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

13/373,349

Additional numbers attached? ☐ Yes ☒ No

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

Name: Robert Moll

Internal Address: _____

Street Address: 1173 Saint Charles Court

City: Los Altos

State: California

Zip: 94024

Phone Number: 650-567-9153 or 650-888-3093

Fax Number: 650-567-9183

Email Address: rgmoll@patentplanet.com

6. Total number of applications and patents involved: one

7. Total fee (37 CFR 1.21(h) & 3.41) \$40.

☐ Authorized to be charged to deposit account☒ Enclosed☐ None required (government interest not affecting title)

8. Payment Information

Deposit Account Number _____

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9. Signature:

Signature

January 26, 2012

Date

Robert Moll

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

Three

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

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ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION,

I/We, the undersigned (each) have agreed and hereby agree to assign for good and valuable consideration, receipt of which is hereby expressly acknowledged, and do hereby sell, assign and transfer and set over unto

MediaMation, Inc., having a place of business as of the date of this assignment at 2213 Border Avenue, Torrance, CA 90501 and its successors, assigns and legal representatives, the full and exclusive right, title and interest, for all countries in and to certain inventions relating to

Motion Seat Systems and Methods of Implementing Motion in Seats described in an application for United States Patent (the Patent), filed on November 10, 2011 as U.S. Application No. 13/373,349, and the invention(s) and improvement(s) set forth therein, and any and all continuations, continuations-in-part, divisionals, and renewals of and substitutes for the application for the Patent, and all the rights and privileges under any and all Patents that may be granted therefor in any country, and any reissues, or reexaminations, or extensions of the Patent. We request that any and all Patent for the inventions be issued to the Assignee, its successors, assigns and legal representatives, or to such nominees as it may designate.

I/We agree that, when requested, we will, without charge to the Assignee but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing and maintaining patents for the inventions in any and all countries and for vesting title thereto in the Assignee, its successors, assigns and legal representatives or nominees.

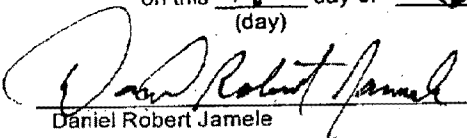
I/We authorize and empower the Assignee, its successors, assigns and legal representatives or nominees, to invoke and claim for any application for patent or other form of protection for the inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from us.

I/We hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document, which may be required in any country for any purpose and more particularly in proof of the right of the Assignee or nominee to claim the benefit of the right of priority provided by the International convention which may henceforth be substituted for it.

I/We covenant with the Assignee, its successors, assigns and legal representatives, that the rights and property herein conveyed are free and clear of any encumbrance, and that we have full right to convey the same as herein expressed.

I/We hereunto sign our names below at Torrance CA
(city) (state)

on this 18 day of January 2012
(day) (month) (year)


Daniel Robert Jamele


Norman Ellison