

Form PTO-1595 (Rev. 03-11)
OMB No. 0651-0027 (exp. 03/31/2012)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET PATENTS ONLY

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)

RECOMMENDED READING, INC.

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

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

Execution Date(s) NOV. 2, 2010

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

2. Name and address of receiving party(ies)

Name: PostUp, Inc.

Internal Address: _____

Street Address: 130 W. UNION ST.

City: PASADENA

State: CA

Country: US Zip: 91103

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

4. Application or patent number(s):

A. Patent Application No.(s)

61/020,478
12/346,908

☐ This document is being filed together with a new application.
B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: ANDREW S. NAGLESTAD

Internal Address: _____

Street Address: 130 W. UNION ST.

City: PASADENA

State: CA Zip: 91103

Phone Number: 626-685-4991

Fax Number: 626-535-2703

Email Address: ANDREW@IDEALAB.COM

6. Total number of applications and patents involved: 2

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 80

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

8. Payment Information

Deposit Account Number 501154

Authorized User Name ANDREW S. NAGLESTAD

9. Signature:

Andrew S. Naglestad
Signature

MARCH 15, 2012
Date

ANDREW S. NAGLESTAD
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 3

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

CH \$80.00 501154 61020478

RECORDABLE PATENT ASSIGNMENT

THIS RECORDABLE PATENT ASSIGNMENT is made as of November 2, 2010, by Recommended Reading, Inc., a Delaware corporation ("Seller") and PostUp, Inc., a Delaware corporation ("Buyer").

For good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, and subject to the separate Asset Purchase Agreement between the parties dated as of the date hereof, Seller hereby irrevocably assigns to Buyer and Buyer hereby accepts all right, title and interest anywhere in the world in and to (a) any issued patents and patent applications listed below, (b) any patent applications and/or patents that may claim priority of the items in (a) (including but not limited to continuations, divisions, substitutes, reissues, reexaminations or extensions thereof, together with all priority rights and counterpart applications under any existing or future international patent conventions, agreements or treaties) and (c) any patent that may be granted on any patent application in (a) or (b) (collectively, "Assigned Patents"), including the right to sue for all past, present and future infringement of the Assigned Patents and to settle and retain proceeds from any such actions, and any current or future right to receive royalties based on any of the foregoing, to have and to hold the same for the full term or terms of all such Assigned Patents, subject to any rights, licenses or immunities granted or offered under the Assigned Patents on or prior to the date of the signing of this Agreement.

Seller hereby authorizes that all patents issued on any of the applications included in the Assigned Patents be issued to the Buyer.

Seller represents and warrants that the following patents and patent applications are all of the patents and patent applications for which Seller has filed:

Title: DATA PICKER APPLICATION
File no. 61/020,478 filed January 11, 2008
Reference #: 364291-P001 (VI)

IN WITNESS WHEREOF, Seller and Buyer have caused this Agreement to be executed the day and year first written above.

Recommended Reading, Inc.

By:

Name:

Title:

By: *Chris McGinn*
Name: *Chris McGinn*
Title: *CEO*

PostUp, Inc.

By:

Name:

Title:

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Recommended Reading, Inc.

By:

Name:

Title:

PostUp, Inc.

By:

Name:

Title:

[Signature]
JON KRAFT

COO