

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Robert L. Dessert</td> <td>03/07/2012</td> </tr> <tr> <td>Robert Canterbury</td> <td>03/02/2012</td> </tr> <tr> <td>Scott Monahan</td> <td>03/01/2012</td> </tr> </tbody> </table>		Name	Execution Date	Robert L. Dessert	03/07/2012	Robert Canterbury	03/02/2012	Scott Monahan	03/01/2012
Name	Execution Date								
Robert L. Dessert	03/07/2012								
Robert Canterbury	03/02/2012								
Scott Monahan	03/01/2012								
RECEIVING PARTY DATA									
Name:	Firethorne Mobile, Inc.								
Street Address:	3333 Piedmont Road								
Internal Address:	Suite 300								
City:	Atlanta								
State/Country:	GEORGIA								
Postal Code:	30305								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13365424</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13365424				
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Application Number:	13365424								
CORRESPONDENCE DATA									
Fax Number:	(858)658-2502								
Phone:	858-845-4265								
Email:	us-docketing@qualcomm.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:	QUALCOMM INCORPORATED								
Address Line 1:	5775 MOREHOUSE DR.								
Address Line 4:	SAN DIEGO, CALIFORNIA 92121								
ATTORNEY DOCKET NUMBER:	120362								
NAME OF SUBMITTER:	Roxanne Ross								
Total Attachments: 5									

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ASSIGNMENT

WHEREAS, WE,

1. **Robert L. DESSERT**, a citizen of the United States of America, having a mailing address located at 3333 Piedmont Road, Suite 300, Atlanta, Georgia 30305; and a resident of Canton, Georgia,
2. **Robert CANTERBURY**, a citizen of the United States of America, having a mailing address located at 5775 Morehouse Drive, San Diego, California 92121; and a resident of San Diego, California,
3. **Scott MONAHAN**, a citizen of the United States of America, having a mailing address located at 3333 Piedmont Road, Suite 300, Atlanta, Georgia 30305; and a resident of Atlanta, Georgia,

have conceived of one or more processes, methods, machines, articles of manufacture, designs, compositions of matter, inventions, discoveries or new or useful improvements relating to **System and Method For Providing A Personalized Shopping Experience and Personalized Pricing of Products and Services With A Portable Computing Device** (collectively the "INVENTIONS") for which WE have executed and/or may execute one or more patent applications therefor; and

WHEREAS, FIRETHORN MOBILE, Inc. (hereinafter "ASSIGNEE"), a Delaware corporation, having a place of business at 3333 Piedmont Road, Suite 300, Atlanta, Georgia 30305, U.S.A., desires to acquire or otherwise obtain the entire right, title, and interest in and to said INVENTIONS, including all inventions related thereto or thereof, all patent applications therefor, and all patents that have granted or may be granted hereafter thereon, including but not limited to those identified below.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, WE do hereby acknowledge that WE have sold, assigned, conveyed, and transferred, and by these presents do hereby sell, assign, convey, and transfer, unto ASSIGNEE, its successors, its legal representatives, and its assigns, the entire right, title, and interest throughout the world in and to said INVENTIONS, including all patent applications therefor that may have been filed or may be filed hereafter for said INVENTIONS in the United States, including but not limited to U.S. Application No(s). **13/365,424** filed **February 3, 2012**, Qualcomm Reference No. **120362**, and all provisional applications relating thereto, together with U.S. Provisional Application No(s). **61/586,900**, filed **January 16, 2012**, Qualcomm Reference No. **120362P1**, (and do hereby authorize ASSIGNEE and its representative to hereafter add herein such application number(s) and/or filing date(s) when known), and all divisional applications, renewal applications, continuation applications, continuation-in-part applications, and design applications thereof, and all issued patents of the United States which may have granted or may be granted hereafter thereon and all reissues, renewals, reexaminations, and extensions to any of the foregoing and all patents issuing thereon in the United States;

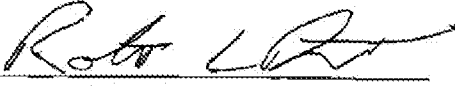
AND WE further do acknowledge and agree that WE have sold, assigned, conveyed, and transferred, and by these presents do hereby sell, assign, convey, and transfer, unto ASSIGNEE, its successors, its legal representatives, and its assigns, all rights of priority under International Conventions, Treaties, or Agreements, and the entire right, title, and interest throughout the world in said INVENTIONS, including all inventions related thereto or thereof, and all patent applications therefor that may have been filed or may be filed hereafter for said INVENTIONS in any foreign country, countries, or treaty/union organizations, and all divisional applications, renewal applications, continuation applications, continuation-in-part applications, patent of addition applications, confirmation applications, validation applications, utility model applications, and design applications thereof, and all issued patents which may have granted or may be granted hereafter for said INVENTIONS in any country or countries foreign to the United States, and all reissues, renewals, reexaminations, and extensions thereof;

AND WE DO HEREBY authorize and request the Commissioner of Patents 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 or registrations, to issue all patents for said INVENTIONS to said ASSIGNEE, its successors, its legal representatives and its assigns, in accordance with the terms of this instrument;

AND WE DO HEREBY sell, assign, transfer, and convey to said ASSIGNEE, its successors, its legal representatives, and its assigns all claims for damages and all remedies arising out of or relating to any violation(s) of any of the rights assigned hereby that have or may have accrued prior to the date of assignment to said ASSIGNEE, or may accrue hereafter, including, but not limited to the right to sue for, seek, obtain, collect, recover, and retain damages and any ongoing or prospective royalties to which WE may be entitled, or that WE may collect for any infringement or from any settlement or agreement related to any of said patents before or after issuance;

AND WE HEREBY covenant and agree that WE will communicate promptly to said ASSIGNEE, its successors, its legal representatives, and its assigns, any facts known to us respecting said INVENTIONS, and will testify in any legal proceeding, sign all lawful papers, execute all applications and certificates, make all rightful declarations and/or oaths, and provide all lawful assistance to said ASSIGNEE, its successors, its legal representatives and its assigns, to obtain and enforce patent protection for said INVENTIONS in all countries;

AND WE HEREBY represent that WE have full and exclusive, unencumbered right to sell, assign, convey and transfer all subject matter herein, and hereby covenant that WE have not and will not execute any writing or do any act whatsoever conflicting with these presents.

Done at ATLANTA, GA, on 3/7/2012 
LOCATION DATE Robert L. Dessert

Done at _____, on _____
LOCATION DATE Robert Canterbury


Done at _____, on _____
LOCATION DATE Scott Monahan

AND WE HEREBY represent that WE have full and exclusive, unencumbered right to sell, assign, convey and transfer all subject matter herein, and hereby covenant that WE have not and will not execute any writing or do any act whatsoever conflicting with these presents.

Done at _____, on _____
LOCATION DATE

Robert L. Dessert

Done at SAN DIEGO, on 3.2.12
LOCATION DATE



Robert Canterbury

Done at _____, on _____
LOCATION DATE

Scott Monahan

