

## 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>Rui Miguel Forte</td> <td>05/17/2012</td> </tr> <tr> <td>Guy Krief</td> <td>05/10/2012</td> </tr> <tr> <td>Avishalom Shalit</td> <td>05/10/2012</td> </tr> <tr> <td>Assaf Baci</td> <td>05/10/2012</td> </tr> </tbody> </table>		Name	Execution Date	Rui Miguel Forte	05/17/2012	Guy Krief	05/10/2012	Avishalom Shalit	05/10/2012	Assaf Baci	05/10/2012
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Rui Miguel Forte	05/17/2012										
Guy Krief	05/10/2012										
Avishalom Shalit	05/10/2012										
Assaf Baci	05/10/2012										
RECEIVING PARTY DATA											
Name:	Upstream Mobile Marketing Limited										
Street Address:	Portland House, Bressenden Place										
City:	London										
State/Country:	UNITED KINGDOM										
Postal Code:	SW1E 5BH										
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>13474695</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13474695						
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Application Number:	13474695										
CORRESPONDENCE DATA											
Fax Number:	(650)712-0449										
Phone:	(650) 712-0420										
Email:	tina@lessanilaw.com										
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>											
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Address Line 1:	Lessani Law Group, PC										
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Address Line 4:	Half Moon Bay, CALIFORNIA 94019										
ATTORNEY DOCKET NUMBER:	15046-01118US										
NAME OF SUBMITTER:	Tina M. Lessani										

OP \$40.00 13474695

**Total Attachments: 4**

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NOTARIES

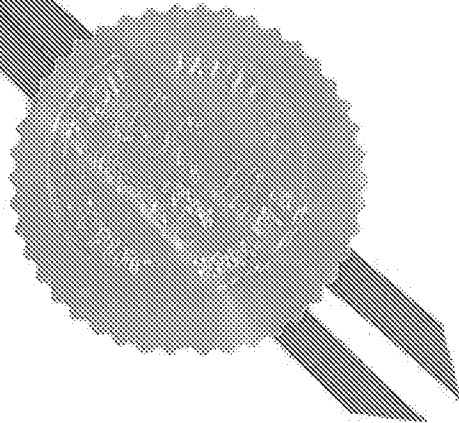
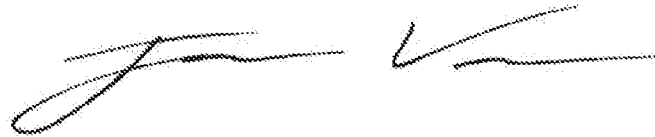
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Christopher Higgins  
Andrew MacNab  
James Vanner

TO ALL TO WHOM THESE PRESENTS SHALL COME, I JAMES IAN VANNER of the City of London NOTARY PUBLIC by royal authority duly admitted and sworn DO HEREBY CERTIFY the genuineness of the signatures of GUY STEPHANE KRIEF, AVISHALOM SHALIT and ASSAF BACIU at foot of the **assignment** hereunto annexed, such signatures having been this day subscribed in my presence by the said Guy Stephane Krief, Avishalom Shalit and Assaf Baciu, the inventors named and described in the said assignment and whose identity I the notary attest.

IN FAITH AND TESTIMONY WHEREOF I the said notary have subscribed my name and set and affixed my seal of office at London aforesaid this tenth day of May two thousand and twelve.



Regulated by the Faculty Office of the Archbishop of Canterbury

**PATENT**

**REEL: 028229 FRAME: 0945**

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to Upstream Mobile Marketing Limited, a UK Company, having a place of business at Portland House, Bressenden Place, SW1E 5BH London, United Kingdom ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the non-provisional application filed under 35 U.S.C. §111(a) and entitled "SYSTEM AND METHOD FOR RECOMMENDING A GRAMMAR FOR A MESSAGE CAMPAIGN USED BY A MESSAGE OPTIMIZATION SYSTEM" ("APPLICATION"), which:

is to be filed herewith

was filed on \_\_\_\_\_,  
now bearing U.S. application number \_\_\_\_\_; and

2. The entire worldwide right, title, and interest in and to:  
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION;  
(c) all utility, divisional, continuation, substitute, renewal, reissue, and other related applications thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), (c) and (d) above; and (e) all right of priority in the APPLICATION, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

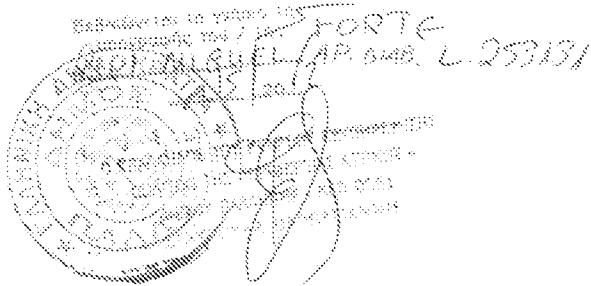
INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

<i>Name and Signature</i> ..... <i>Rukhsana Khan</i>	<i>Date of Signature</i> May 17 <sup>th</sup> 2012	<i>Date Declaration Executed By This Person</i> May 10 <sup>th</sup> 2012
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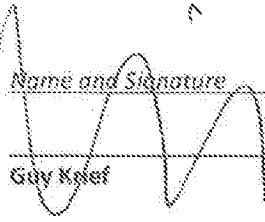
<i>Name and Signature</i> ..... Avishalom Shalit	<i>Date of Signature</i> ....., 2012	<i>Date Declaration Executed By This Person</i> ....., 2012
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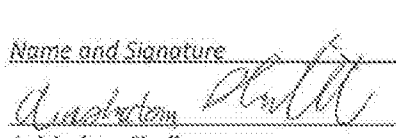
Name and Signature ..... Date of Signature ..... Date Declaration Executed by this person .....

Rui Miguel Forte ..... 2012 ..... 2012


Name and Signature ..... Date of Signature ..... Date Declaration Executed by this person .....

 ..... 10 MAY 2012 ..... 10 MAY 2012

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