

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Channel Intelligence, Inc.	01/01/2012
RECEIVING PARTY DATA	
Name:	MyList Corporation
Street Address:	1180 Celebration Boulevard
Internal Address:	Suite 101
City:	Celebration
State/Country:	FLORIDA
Postal Code:	34747
PROPERTY NUMBERS Total: 3	
Property Type	Number
Patent Number:	6917941
Patent Number:	7584210
Patent Number:	7885982
CORRESPONDENCE DATA	
Fax Number:	
Phone:	303-892-7390
Email:	nicole.friess@dgsllaw.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:	Nicole Friess
Address Line 1:	1550 17th Street
Address Line 2:	Suite 500
Address Line 4:	Denver, COLORADO 80202
NAME OF SUBMITTER:	Nicole Friess
Total Attachments: 3	
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source=Patent Assignment Agreement (1 Jan 2012)#page2.tif	
source=Patent Assignment Agreement (1 Jan 2012)#page3.tif	

CH \$120.00 6917941

PATENT ASSIGNMENT AGREEMENT

THIS PATENT ASSIGNMENT AGREEMENT (this "**Assignment**") is entered into effective as of January 1, 2012 (the "**Effective Date**") between Channel Intelligence, Inc., a Delaware corporation ("**Assignor**"), and MyList Corporation, a Delaware corporation ("**Assignee**").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the United States Patents identified on Exhibit A hereto and related invention disclosures (collectively, the "**Patents**"); and

WHEREAS, Assignor and Assignee are parties to that certain Capitalization Agreement, effective as of January 1, 2012, pursuant to which Assignor has agreed, among other things, to contribute, sell and assign the Patents to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto hereby agree as follows:

1. Assignor hereby assigns, transfers and conveys to Assignee all of Assignor's right, title, and interest throughout the world in and to the Patents, international, national or regional phase applications claiming priority therefrom, divisions, reissues, substitutions, continuations, in whole or in part, re-examinations, and extensions thereof, all inventions disclosed therein, all rights therein provided by international treaties and conventions, any patents, utility models, invention registrations, or any other form of legal protection issuing therefrom, and the right, if any, to sue or bring other actions for past, present and future infringement thereof.

2. Assignor hereby covenants that it has the full right to convey the interest assigned by this Assignment, and it has not executed and will not execute any agreement in conflict with this Assignment.

3. Assignor further agrees that 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 regarding the subject matter hereof, as well as constituting proof of the right of Assignee or its successors or assigns to apply for patent or other proper protection for said inventions.

4. Assignor further covenants and agrees that it will, without further consideration, timely execute and deliver any and all papers that may be necessary or desirable to record and/or perfect the title to the Patents in Assignee, its successors or assigns, in all countries, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

[Signature page follows]

IN WITNESS WHEREOF, each of the undersigned has caused this Database Technology Patent Assignment to be executed by its duly authorized officer effective as of the day and year first above written.

ASSIGNOR:

CHANNEL INTELLIGENCE, INC.

By: _____

Name: Michael E. Evanoff
Title: Senior VP & CFO

ASSIGNEE:

MYLIST CORPORATION

By: _____

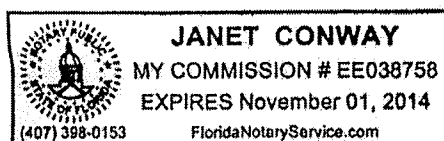
Name: Robert S. Wight
Title: Chief Executive Officer

NOTARIAL CERTIFICATE

UNITED STATES OF AMERICA)
STATE OF Florida : ss.:
COUNTY OF Orange)

I, Janet Conway, the undersigned Notary Public do hereby certify that Michael E. Evanoff, as Senior VP & CFO of Channel Intelligence, Inc., who signed the foregoing Assignment document, was authorized on the 12 day of April, 2012, to execute the foregoing Assignment document on behalf of Channel Intelligence, Inc., and to me acknowledged that he/she did sign the said document.

(STAMP AND SEAL)



Janet Conway
Notary Public

PATENT ASSIGNMENT AGREEMENT

PATENT
REEL: 028299 FRAME: 0019

Exhibit A

PATENTS

Patent No.	Title	Country	Application No.	Application Date	Inventors
6,917,941	METHOD AND APPARATUS FOR CREATION AND MAINTENANCE OF DATABASE STRUCTURE	USA	10/035,635	12-Jul-2005	Wight, Robert Griffin, Josh Tryzbiak, Timothy Santiago, Anibal Couch, Dale Benson, II, Edward H. Crossmier, III, David A. Schrader, David M.
7,584,210	METHOD AND APPARATUS FOR CREATION AND MAINTENANCE OF DATABASE STRUCTURE	USA	11/068,424	01-Sep-2009	Wight, Robert Griffin, Josh Tryzbiak, Timothy Santiago, Anibal Couch, Dale Benson, II, Edward H. Crossmier, III, David A. Schrader, David M.
7,885,982	METHOD AND APPARATUS FOR CREATION AND MAINTENANCE OF DATABASE STRUCTURE	USA	12/133,184	08-Feb-2011	Wight, Robert Griffin, Josh Tryzbiak, Timothy Santiago, Anibal Couch, Dale Benson, II, Edward H. Crossmier, III, David A. Schrader, David M.

PATENT

RECORDED: 05/31/2012

REEL: 028299 FRAME: 0020