

PATENT ASSIGNMENT

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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>Mark Greenhalgh</td> <td>05/10/2012</td> </tr> <tr> <td>Andrew Hairetis</td> <td>05/10/2012</td> </tr> <tr> <td>Ryan Esparza</td> <td>05/10/2012</td> </tr> </tbody> </table>		Name	Execution Date	Mark Greenhalgh	05/10/2012	Andrew Hairetis	05/10/2012	Ryan Esparza	05/10/2012				
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>Six Continents Hotels, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>Three Ravinia Drive</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 100</td> </tr> <tr> <td>City:</td> <td>Atlanta</td> </tr> <tr> <td>State/Country:</td> <td>GEORGIA</td> </tr> <tr> <td>Postal Code:</td> <td>30346</td> </tr> </table>		Name:	Six Continents Hotels, Inc.	Street Address:	Three Ravinia Drive	Internal Address:	Suite 100	City:	Atlanta	State/Country:	GEORGIA	Postal Code:	30346
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CORRESPONDENCE DATA													
Fax Number:	(415)576-0300												
Phone:	206-467-9600												
Email:	saalexander@kilpatricktownsend.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:	Shannon Alexander												
Address Line 1:	Kilpatrick, Townsend & Stockton LLP												
Address Line 2:	Two Embarcadero Center, Eighth Floor												
Address Line 4:	San Francisco, CALIFORNIA 94111												
ATTORNEY DOCKET NUMBER:	91845-731195												
NAME OF SUBMITTER:	Shannon Alexander												
Total Attachments: 2 source=ASSIGN#page1.tif source=ASSIGN#page2.tif													

OP \$40.00 29422610

ASSIGNMENT
(Patent Application)

We, the undersigned, have invented certain inventions and improvements disclosed in a design patent application entitled "DIGITAL CHALKBOARD," which was filed with the U.S. Patent & Trademark Office on May 22, 2012 and assigned serial no. 29/422,610.

For good and valuable consideration, the receipt and sufficiency of which we acknowledge, we:

1. Agree to sell, assign, transfer, and convey, and hereby do sell, assign, transfer, and convey, to Six Continents Hotels, Inc., a corporation of the State of Delaware having a principal place of business at Three Ravinia Drive, Suite 100, Atlanta, Georgia 30346-2121 ("Assignee"), the entire right, title, and interest in and to:
 - (a) all intellectual property (including, without limitation, any innovation, information, invention, discovery, product, process, work or design) disclosed, embodied, shown, or claimed in the above-referenced patent application, implicitly or explicitly;
 - (b) the above-referenced patent application, any application based in whole or in part upon the above-referenced patent application, including, without limitation, any application that is a provisional, non-provisional, design, divisional, continuation, continuation-in-part, reissue, reexamination, or non-U.S. patent application based in whole or in part on the above-referenced patent application, and the right to claim priority to the above-referenced patent application; and
 - (c) any patent (including, without limitation, any U.S. and non-U.S. patents, registrations, utility models, industrial designs, design patents, continuations, continuations-in-part, divisionals, reissues and reexaminations) that is granted or issued upon, or that claims priority to, any and all applications under (b) of this paragraph or that discloses or claims intellectual property under (a) of this paragraph, in whole or in part.
2. Authorize and request the Commissioner of Patents or any other agency, U.S. or non-U.S., to issue to the Assignee any and all patent(s), or other rights or documents, resulting from the intellectual property, patent application(s) and patents under paragraph 1 of this Assignment.
3. Agree to sign all papers and documents, including without limitation, applications, declarations, oaths, and petitions, and, at the Assignee's expense, perform any acts that are necessary in connection with prosecution of patent application(s) or

ASSIGNMENT


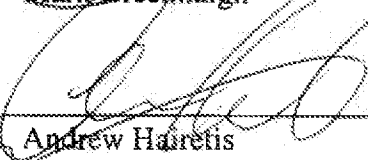
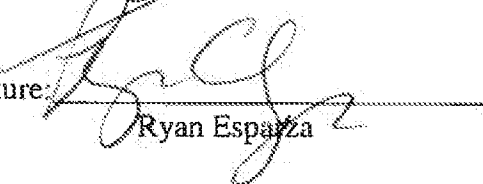
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intellectual property under paragraph 1 of this Assignment and the enforcement of patent(s) or other rights resulting from such patent application(s) or intellectual property.

4. Agree that the terms, covenants, and conditions of this Assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon us, as well as our heirs, legal representatives, and assigns.
5. Warrant and represent that we have not entered, and will not enter, into any assignment, contract, or understanding that conflicts with this Assignment.
6. Assignors hereby authorize and request Kilpatrick Townsend & Stockton LLP, Two Embarcadero Center, Eighth Floor, San Francisco, CA 94111-3834, to insert herein above the application number and filing date of said application when known.

Signed on the dates indicated beside our signatures.

- 1) Signature: 
Mark Greenhalgh Date: 5/10/2012
- 2) Signature: 
Andrew Haretis Date: 5/10/2012
- 3) Signature: 
Ryan Esparza Date: 5/10/12