

PATENT ASSIGNMENT
06/28/2012



103646414

Electronic Version v1.1
Stylesheet Version v1.1

Re: COR 6/28/12

501944578

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
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NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignee's name has a typo previously recorded on Reel 028304 Frame 0152. Assignor(s) hereby confirms the LifeBooker should read Lifebooker, LLC.
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CONVEYING PARTY DATA	
Name	Execution Date
Arnold Reichman	05/31/2012
Alessandro Papa	05/31/2012

RECEIVING PARTY DATA	
Name:	Lifebooker, LLC
Street Address:	45 Main Street
Internal Address:	Suite 524
City:	Brooklyn
State/Country:	NEW YORK
Postal Code:	11201

PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13486454

CORRESPONDENCE DATA	
Fax Number:	
Email:	nyipdocket@arentfox.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:	Arent Fox LLP
Address Line 1:	1675 Broadway
Address Line 4:	New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	031414.00033
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NAME OF SUBMITTER:	Michael Fainberg
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Total Attachments: 1	source=031414-00033_CorrectedAssignment#page1.tif
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OP \$40.00 13486454

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>Arnold Reichman</td> <td>05/31/2012</td> </tr> <tr> <td>Alessandro Papa</td> <td>05/31/2012</td> </tr> </tbody> </table>		Name	Execution Date	Arnold Reichman	05/31/2012	Alessandro Papa	05/31/2012
Name	Execution Date						
Arnold Reichman	05/31/2012						
Alessandro Papa	05/31/2012						
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State/Country:	NEW YORK						
Postal Code:	11201						
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<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13486454</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13486454		
Property Type	Number						
Application Number:	13486454						
CORRESPONDENCE DATA							
Fax Number:	(212)484-3990						
Phone:	212-484-3900						
Email:	NYIPDocket@arentfox.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:	ARENT FOX LLP						
Address Line 1:	1675 BROADWAY						
Address Line 4:	NEW YORK, NEW YORK 10019						
ATTORNEY DOCKET NUMBER:	031414-00033						
NAME OF SUBMITTER:	Michael						
Total Attachments: 1 source=Assignment#page1.tif							

OP \$40.00 13486454

WORLDWIDE ASSIGNMENT

IN CONSIDERATION of the sum of One Dollar (\$1.00 US), and of other good and valuable consideration paid to the undersigned inventor(s) (hereinafter ASSIGNOR) by

~~LifeBooker~~ *Lifebooker, LLC*
45 Main St. Suite 524
Brooklyn, NY 11201

*1/18
6/5/12*

(hereinafter ASSIGNEE), the receipt of which is hereby acknowledged, the undersigned ASSIGNOR agrees to and hereby sells, assigns, and transfers to ASSIGNEE the entire and exclusive right, title, and interest, including the right to sue for past infringement, if any, and all rights pursuant to 35 U.S.C. § 154, to the invention titled

SYSTEM AND METHOD FOR FINANCING PROMOTIONAL SERVICES

for which application for Letters Patent of the United States was executed on even date herewith unless otherwise indicated below:

Serial No.: _____ Filed on: _____
(Arent Fox LLP is hereby authorized to insert serial number, and/or filing date, when known)

and all Letters Patent of the United States and its territorial possessions and in any and all foreign countries to be obtained therefor on said application or any continuation, division, continuation-in-part, renewal, substitute, reissue, or reexamination thereof, and any other application claiming priority thereto, including future inventions or improvements, for the full term or terms for which the same may be granted.

The ASSIGNOR agrees to execute all papers necessary in connection with application and any continuing, divisional, continuation-in-part, reissue, or reexamination applications thereof, and any other applications claiming priority thereto, including future inventions or improvements, and also to execute separate assignments in connection with such applications as the ASSIGNEE may deem necessary or expedient.

The ASSIGNOR agrees to execute all papers necessary in connection with any interference, litigation, or other legal proceeding which may be declared concerning this application or any continuation, division, continuation-in-part, reissue, or reexamination thereof or Letters Patent or reissue patent issued thereon, and any other applications claiming priority thereto, including future inventions or improvements, and to cooperate with the ASSIGNEE in every way possible in obtaining and producing evidence and proceeding with such interference, litigation, or other legal proceeding.

IN WITNESS WHEREOF, the undersigned inventor has affixed his/her/their signature.

Arnold Reichman *Arnold Reichman* May 31 2012
(TYPE NAME) (SIGNATURE) (DATE)

Alessandro Papa *Alessandro Papa* May 31 2012
(TYPE NAME) (SIGNATURE) (DATE)