

PATENT ASSIGNMENT

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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>Kevin R. Imes</td> <td>08/29/2012</td> </tr> <tr> <td>James Hollister</td> <td>08/29/2012</td> </tr> <tr> <td>Jarod Addison</td> <td>08/29/2012</td> </tr> </tbody> </table>		Name	Execution Date	Kevin R. Imes	08/29/2012	James Hollister	08/29/2012	Jarod Addison	08/29/2012				
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>Allure Energy, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>901 So. Mopac Expressway</td> </tr> <tr> <td>Internal Address:</td> <td>Bldg. V, Suite 250</td> </tr> <tr> <td>City:</td> <td>Austin</td> </tr> <tr> <td>State/Country:</td> <td>TEXAS</td> </tr> <tr> <td>Postal Code:</td> <td>78746</td> </tr> </table>		Name:	Allure Energy, Inc.	Street Address:	901 So. Mopac Expressway	Internal Address:	Bldg. V, Suite 250	City:	Austin	State/Country:	TEXAS	Postal Code:	78746
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
<p>Fax Number: 2484337274</p> <p>Phone: 248 433-7200</p> <p>Email: mdonovan@dickinsonwright.com</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: John S. Artz</p> <p>Address Line 1: 2600 W. Big Beaver Road</p> <p>Address Line 2: Suite 300</p> <p>Address Line 4: Troy, MICHIGAN 48084</p>													
ATTORNEY DOCKET NUMBER:	39285-00087												
NAME OF SUBMITTER:	John S. Artz												
<p>Total Attachments: 2</p> <p>source=Assignment#page1.tif</p> <p>source=Assignment#page2.tif</p>													

OP \$40.00 13600086

Assignment of Rights, Title and Interest in Invention

Docket No.

39285-00087

This is an assignment of all rights, title and interest in the below designated patent application:

- ☐ attached hereto.
- ☒ United States Patent Application Serial No. 13/600,086, filed on August 30, 2012.
- ☐ International (PCT) Patent Application Serial No. _____.

Title of the Invention

A CUSTOMER ENGAGEMENT PLATFORM AND PORTAL HAVING MULTI-MEDIA CAPABILITIES

Inventors (assignors)

Name	Address
Kevin R. Imes	1710 Forest Trail, Austin, Texas 78703
James Hollister	2006 Chaparral Drive, Round Rock, Texas 78681
Jarod Addison	4600 Monterey Oaks Blvd., Apt. 833, Austin, Texas 78749

Assignee

Name	Address
Allure Energy, Inc.	901 SO. Mopac Expressway Bldg. V., Suite 250 Austin, Texas 78746

**Assignment of Rights, Title and Interest in Invention
(Multiple Inventors; single assignee)**

Docket No.

39285-00087

Whereas, we, the above-identified Inventors, have invented certain new and useful improvements in the Invention identified above and described in the above-identified patent application(s) and/or patent(s) (hereinafter referred to as "Invention");

And, whereas we desire to assign our above-identified rights, title and interest in the Invention to the above-identified Assignee;


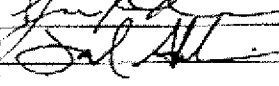

Now, this indenture witnesseth, that for good and valuable consideration, the receipt whereof is hereby acknowledged;

We hereby assign, sell and transfer our above-identified rights, title and interest in said Invention, said application(s) as identified above, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent in the United States, and countries foreign thereto, which may be granted or have granted for said Invention, and in and to any and all reissues and reexaminations thereof, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;

And we hereby authorize and request the Director of the United States Patent and Trademark Office to issue any United States Letters Patent which may issue for said Invention to said Assignee, as assignee of the whole right, title and interest thereto;

And we further agree to sign and execute all necessary and lawful future documents, including applications for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid Invention, as the Assignee or its Designee(s) may from time to time require and prepare at its own expense.

Inventor's Signatures

Name	Signature/Date
Kevin R. Imes	 8/29/2012
James Hollister	 Aug 29 2012
Jarod Addison	 8/29/2012