

## 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>Neal Goldman</td> <td>09/06/2012</td> </tr> </tbody> </table>		Name	Execution Date	Neal Goldman	09/06/2012
Name	Execution Date				
Neal Goldman	09/06/2012				
RECEIVING PARTY DATA					
Name:	Connectivity Data Systems LLC				
Street Address:	134 West 37th Street				
Internal Address:	7th Floor				
City:	New York				
State/Country:	NEW YORK				
Postal Code:	10018				
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>13548184</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13548184
Property Type	Number				
Application Number:	13548184				
CORRESPONDENCE DATA					
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Total Attachments: 1 source=20120912_056_assign#page1.tif					

OP \$40.00 13548184

## ASSIGNMENT OF PATENT APPLICATION

WHEREAS, **Neal Goldman**, having at address at 137 West 87<sup>th</sup> Street, New York, New York 10024, hereinafter referred to as "Assignor," is the inventor of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention:     **System-Facilitated Leveraging of Relationships**

Date of execution of Declaration:

Application No.:       13/548,184

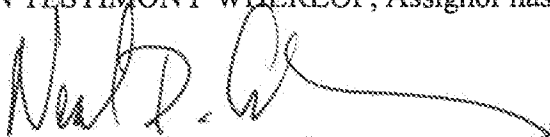
Filing Date:           July 12, 2012

WHEREAS, **Connectivity Data Systems LLC**, located at 134 West 37<sup>th</sup> Street, 7<sup>th</sup> Floor, New York, New York 10018, hereinafter referred to as "Assignee," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same.

For good and valuable consideration, receipt of which is hereby acknowledged by Assignor, Assignor has assigned, and by these presents does assign to Assignee all right, title, and interest in and to the inventions and applications and to all foreign counterparts (including patent, utility model, and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from this application as provided by the Paris Convention. The right, title, and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any provisional, nonprovisional, division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation, or extension thereof.

Assignor further agrees that he will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge, and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignor has signed his name on the date indicated.



Neal Goldman

9/12/12

Date