

## 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>Sudhir Kumar Singh</td> <td>09/19/2012</td> </tr> <tr> <td>Vwani Roychowdhury</td> <td>09/19/2012</td> </tr> </tbody> </table>		Name	Execution Date	Sudhir Kumar Singh	09/19/2012	Vwani Roychowdhury	09/19/2012				
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<table border="1"> <tr> <td>Name:</td> <td>Haileo, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>7083 Hollywood Boulevard</td> </tr> <tr> <td>City:</td> <td>Los Angeles</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>90083</td> </tr> </table>		Name:	Haileo, Inc.	Street Address:	7083 Hollywood Boulevard	City:	Los Angeles	State/Country:	CALIFORNIA	Postal Code:	90083
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CORRESPONDENCE DATA											
<p>Fax Number: 9495676710  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 949/567-6700        Email: ipprosecution@orrick.com        Correspondent Name: Orrick, Herrington &amp; Sutcliffe LLP        Address Line 1: 2050 Main Street, Suite 1100        Address Line 4: Irvine, CALIFORNIA 92614-8255</p>											
ATTORNEY DOCKET NUMBER:	22105.4003										
NAME OF SUBMITTER:	Joseph Chern										
<p>Total Attachments: 3        source=Assignment#page1.tif        source=Assignment#page2.tif        source=Assignment#page3.tif</p>											

CH \$40.00 13622917

**ASSIGNMENT OF PATENT**

WHEREAS, WE, **Sudhir Kumar Singh**, Citizen of India, residing at 20 Descanso Drive, Unit 1405, San Jose, California 95134, and **Vwani Roychowdhury**, Citizen of United States, residing at 2630 Lakewood Avenue, Los Angeles, California 90039, (hereinafter referred to as "ASSIGNORS") have invented a certain invention entitled **METHODS AND SYSTEMS FOR BUILDING A UNIVERSAL DRESS STYLE LEARNER** for which application for Letters Patent of the United States of America has been executed on even date herewith and which claims priority to US Provisional Application 61/536,196, filed September 19, 2011; and

WHEREAS, HAILEO, INC. a corporation organized and existing under and by virtue of the laws of the State of Delaware and having its principal place of business at 7083 Hollywood Boulevard, Los Angeles, California 90083 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the exclusive right, title and interest in, to and under said invention and in, to and under any Patent or similar legal protection to be obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign, transfer and set over unto the said ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest to said invention and to all Letters Patent or application or similar legal protection, not only in the United States and its territorial possessions, but in all countries foreign thereto to be obtained for said invention by said application, and to any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in the United States or a foreign country for the full term or terms for which the same may be granted, including all priority rights under the International Convention; and ASSIGNORS hereby authorize and request the United States Commissioner of Patents and Trademarks and any officials of foreign countries whose duty it is to issue patents or any legal equivalent thereof to issue said patents and equivalents to said ASSIGNEE, its successors and assigns, in accordance with this Assignment and hereby transfers all rights of action, power and benefit belonging to or accruing from the invention including the right to undertake proceedings to recover past and future damages and claim all other relief in respect of any acts of infringement thereof whether such acts shall have been committed before or after the date of this assignment.

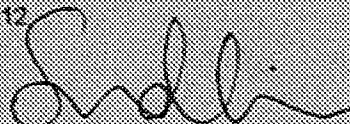
ASSIGNORS hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Agreement;

ASSIGNORS further covenant that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNORS and that ASSIGNOR will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents in the

United States or in any foreign country, which may be necessary or desirable to carry out the purposes thereof.

WITNESS my hand at San Jose

CALIFORNIA, this 19<sup>th</sup> day of September, 2012

  
SUDHIR KUMAR SINGH

WITNESS my hand at \_\_\_\_\_

CALIFORNIA, this \_\_\_\_\_ day of \_\_\_\_\_, 2012

\_\_\_\_\_  
VWANI ROYCHOWDHURY

United States or in any foreign country, which may be necessary or desirable to carry out the purposes thereof.

WITNESS my hand at \_\_\_\_\_,  
CALIFORNIA, this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

\_\_\_\_\_  
SUDHIR KUMAR SINGH

WITNESS my hand at Los Angeles,  
CALIFORNIA, this 19 day of Sept, 2012.

V.P. Roychowdhury  
\_\_\_\_\_  
VWANI ROYCHOWDHURY