

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Steven K. Gold	05/29/2012
RECEIVING PARTY DATA	
Name:	N99 LLC
Street Address:	69 Fifer Lane
City:	Lexington
State/Country:	MASSACHUSETTS
Postal Code:	02420
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13651083
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ATTORNEY DOCKET NUMBER:	G0001-1005C3
NAME OF SUBMITTER:	Robert Plotkin, Esq.
Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif	

OP \$40.00 13651083

## ASSIGNMENT

WHEREAS, **I, Steven K. Gold**, have invented subject matter described in the application(s) for Letters Patent of the United States (hereinafter "INVENTION") identified in Schedule A attached hereto;

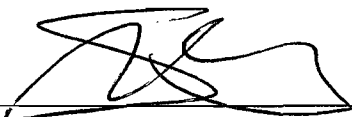
WHEREAS, **N99 LLC** (hereinafter "ASSIGNEE"), a Limited Liability Company organized and existing under the laws of the Commonwealth of Massachusetts, having principal offices at 69 Fifer Lane, Lexington, MA 02420 desires to acquire an interest therein in accordance with agreements duly entered into with me;

NOW, THEREFORE, to all whom it may concern be it known that for and in consideration of said agreements and of other good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned and transferred and by these presents do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, my entire right, title and interest in and throughout the United States of America, its territories and all foreign countries, in and to said INVENTION as described in said application, together with my entire right, title and interest in and to said application and foreign counterpart applications and such Letters Patent issued or issuing in whole or in part thereon, as well as any reissue and continuing applications and foreign counterpart applications thereof as well as any Letters Patent issued or issuing in whole or part thereon, and including the right to claim priority under any applicable statute, treaty or convention based on said application; said INVENTION, applications and Letters Patent to be held and enjoyed by said ASSIGNEE for its own use and behalf and for its successors, assigns and legal representatives, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held by me had this assignment not been made; I hereby convey all rights arising under or pursuant to any and all international agreements, treaties or laws relating to the protection of industrial property by filing any such applications for Letters Patent, all choses in action pertaining to the applications or Letters Patent including the right to sue for and collect damages and other recoveries for past infringement thereof, all rights to initiate proceedings before government and administrative bodies, and all files, records and other materials arising from the prosecution, exploitation, or defense of rights and registrations pertaining to the applications or Letters Patent. I hereby acknowledge that this assignment, being of my entire right, title and interest in and to said invention, carries with it the right in ASSIGNEE to apply for and obtain from competent authorities in all countries of the world any and all Letters Patent by attorneys and agents of ASSIGNEE's selection and the right to procure the grant of all such Letters Patent to ASSIGNEE for its own name as assignee of the entire right, title and interest therein;

AND, I hereby further agree for myself and my executors and administrators to execute upon request any other lawful documents and likewise to perform any other lawful acts which may be deemed necessary to secure fully the aforesaid invention to said ASSIGNEE, its successors, assigns and legal representatives, but at its or their expense and charges, including the execution of applications for patents in foreign countries, and the execution of substitution, reissue, divisional or continuation applications and preliminary or other statements and the giving of testimony in any interference or other proceeding in which said invention or any application or patent directed thereto may be involved;

AND, I do hereby authorize and request the Commissioner of Patents of the United States to issue such Letters Patent as shall be granted upon said application or applications to said ASSIGNEE, its successors, assigns, and legal representatives.

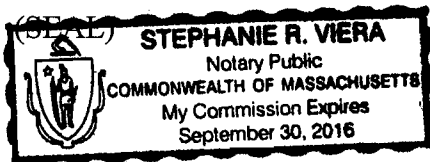
IN TESTIMONY WHEREOF, I have hereunto set my hands and affixed our seal(s) the date set forth below.


Inventor's Signature:  \_\_\_\_\_

Commonwealth of Massachusetts

County of Norfolk \_\_\_\_\_

On this 29 day of May, 2012, before me, the undersigned notary public, personally appeared **Steven K. Gold**, proved to me through satisfactory evidence of identification, which was driver's license, to be the person whose name is signed on the preceding or attached document in my presence.



  
\_\_\_\_\_  
Notary Public

My commission expires 9/30/2016.



**SCHEDULE A**

<b>Application/ Patent Number</b>	<b>Filing Date/ Issue Date</b>	<b>Inventor</b>	<b>Title</b>	<b>Country</b>
13/361,829	01/30/2012	Steven K. Gold	Brand Mapping	US