

09/28/2012

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U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

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PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Richard E. Bennett, Jr.

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: HTI IP, LLC

Internal Address: _____

Street Address: 2002 Summit Boulevard

Suite 1800

City: Atlanta

State: Georgia

Country: U.S.

Zip: 30319

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) September 24, 2012

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

4. Application or patent number(s):

This document serves as an Oath/Declaration (37 CFR 1.63).

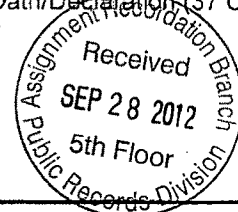
A. Patent Application No.(s)

B. Patent No.(s)

TBD

13/625739

Additional numbers attached? Yes No



5. Name and address to whom correspondence concerning document should be mailed:

Name: John Doughty

Internal Address: _____

Street Address: 2002 Summit Boulevard

Suite 1800

City: Atlanta

State: Georgia

Zip: 30319

Phone Number: 404-573-5858

Docket Number: 1036

Email Address: john.doughty@hughestelematics.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

Deposit Account Number 504694

Authorized User Name John Doughty

9. Signature:

John L. Doughty
Signature

01 FC:8021 9/24/2012 40.00 DH

Date

John L. Doughty

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 1

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

9-28-12

ASSIGNMENT

WHEREAS, I, Richard E. Bennett, Jr., invented new and useful improvements in "Method and system for determining and triggering targeted marketing content" for which a United States Patent Application was filed on September 24, 2012, and assigned Application No. TBD; and

WHEREAS, HTI IP, LLC, a Delaware corporation, located at 2002 Summit Boulevard, Suite 1800, Atlanta, Georgia 30319, is desirous of acquiring the entire interest in the same;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I, hereby sell, assign and transfer unto said HTI IP, LLC, the entire right, title and interest in and to said invention and application throughout the world, including, without limitation, any Letters Patent which may issue thereon, and any subsequent application claiming priority to the above-identified application, reissue, reexamination, divisional, continuation-in-part, extension or continuation thereof and all rights of priority under the Paris Convention arising from said application; the same for HTI IP, LLC's legal representatives and assigns, as fully and entirely as the same would have been held by me had this assignment and sale not been made;

AND, I hereby bind myself, my heirs, legal representatives, administrators and assigns properly to execute without further consideration any and all applications, petitions, oaths and assignments or other papers and instruments which may be necessary in order to carry into full force and effect, the sale, assignment, transfer and conveyance hereby made or intended to be made and generally do everything possible to aid HTI IP, LLC, its legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries throughout the world.

IN WITNESS WHEREOF, I have executed this Assignment this 24 day
of SEPTEMBER, 2012.

[Signature]

Richard E. Bennett, Jr.

State of: Georgia

County of: Fulton

On this 24 day of September, 2012, before me, a Notary Public,
came personally known to me known and known to be the individual
described in and who executed the foregoing assignment, and he/she duly acknowledged the
same to be his/her free act and deed.

[Signature]

Notary Public

My Commission Expires: March 19, 2013

