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To the Director of the U.S. Patent and Trademark Office

Documents or the new address(es) below.

1. Name of conveying party(ies)

Marcus L. Thuesen

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

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

Execution Date(s) January 16, 2012

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

2. Name and address of receiving party(ies)

Name: AdverFlame, LLC

Internal Address:

Street Address: 50 Briar Hollow Lane - East Suite 600

City: Houston

State: Texas

Country: U.S.A. Zip: 77027

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

4. Application or patent number(s):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

See attached List of Patent Application Numbers - THUE:015 to THUE:027

29/395, 294

Additional numbers attached? ☒ Yes ☐ No

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

Name: Keith B. Willhelm

Internal Address: Attorney at Law

Street Address: 351 N. Post Oak Lane - Suite 712

City: Houston

State: Texas Zip: 77024

Phone Number: 713-780-9246

Fax Number:

Email Address: kbw@willhelm.com

6. Total number of applications and patents involved: 11

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 520.00

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

8. Payment Information

Deposit Account Number 501.435/THUE:015

Authorized User Name Keith B. Willhelm

9. Signature: Keith B. Willhelm  
Signature

October 11, 2012  
Date

Keith B. Willhelm  
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 4

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

10/15/2012 CNGUYEN2 00000003 29395294  
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PATENT  
REEL: 029217 FRAME: 0515

**List of Patent Application Serial Numbers – THUE:015 to THUE:025**

- 29/395,294** - U.S. Design Pat. Application entitled PACKAGE OF MANUFACTURER COUPONS filed December 29, 2011 (THUE:015).
- 29/395,293** - U.S. Design Pat. Application entitled PACKAGE OF MANUFACTURER COUPONS filed December 29, 2011 (THUE:016).
- 29/395,292** - U.S. Design Pat. Application entitled PACKAGE OF MANUFACTURER COUPONS filed December 29, 2011 (THUE:017).
- 29/395,290** - U.S. Design Pat. Application entitled PACKAGE OF MANUFACTURER COUPONS filed December 29, 2011 (THUE:018).
- 29/395,291** - U.S. Design Pat. Application entitled PACKAGE OF MANUFACTURER COUPONS filed December 29, 2011 (THUE:019).
- 29/395,289** - U.S. Design Pat. Application entitled PACKAGE OF MANUFACTURER COUPONS filed December 29, 2011 (THUE:020).
- 29/395,288** - U.S. Design Pat. Application entitled MATCHBOOK filed December 29, 2011 (THUE:021).
- 29/395,287** - U.S. Design Pat. Application entitled MATCHBOOK filed December 29, 2011 (THUE:022).
- 29/395,298** - U.S. Design Pat. Application entitled MATCHBOOK filed December 29, 2011 (THUE:023).
- 29/395,286** - U.S. Design Pat. Application entitled MATCHBOOK filed December 29, 2011 (THUE:024).
- 29/395,285** - U.S. Design Pat. Application entitled MATCHBOOK filed December 29, 2011 (THUE:025).
- 29/395,283** - U.S. Design Pat. Application entitled PACKAGE FOR MANUFACTURER COUPONS filed December 29, 2011 (THUE:026).
- 29/395,284** - U.S. Design Pat. Application entitled PACKAGE FOR MANUFACTURER COUPONS filed December 29, 2011 (THUE:027).

**ASSIGNMENT**

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, does hereby:

SELL, ASSIGN AND TRANSFER, effective the December 29, 2011 day of December, 2011, to AdverFlame, LLC (the "Assignee"), having a place of business at 50 Briar Hollow Lane - East Suite 600, Houston, Texas 77027, the entire right, title and interest for the United States and all foreign countries in and to any and all improvements which are disclosed in the application(s) for United States Letters Patent and United States Letters Patent(s) listed below, such applications and patents and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States:

U.S. Design Pat. Appl. **29/395,294**, entitled **PACKAGE OF MANUFACTURER COUPONS**, filed **December 29, 2011**.

U.S. Design Pat. Appl. **29/395,293**, entitled **PACKAGE OF MANUFACTURER COUPONS**, filed **December 29, 2011**.

U.S. Design Pat. Appl. **29/395,292**, entitled **PACKAGE OF MANUFACTURER COUPONS**, filed **December 29, 2011**.

U.S. Design Pat. Appl. **29/395,290**, entitled **PACKAGE OF MANUFACTURER COUPONS**, filed **December 29, 2011**.

U.S. Design Pat. Appl. **29/395,291**, entitled **PACKAGE OF MANUFACTURER COUPONS**, filed **December 29, 2011**.

U.S. Design Pat. Appl. **29/395,289**, entitled **PACKAGE OF MANUFACTURER COUPONS**, filed **December 29, 2011**.

U.S. Design Pat. Appl. **29/395,288**, entitled **MATCHBOOK**, filed **December 29, 2011**.

U.S. Design Pat. Appl. **29/395,287**, entitled **MATCHBOOK**, filed **December 29, 2011**.

U.S. Design Pat. Appl. **29/395,298**, entitled **MATCHBOOK**, filed **December 29, 2011**.

U.S. Design Pat. Appl. **29/395,286**, entitled **MATCHBOOK**, filed **December 29, 2011**.

U.S. Design Pat. Appl. **29/395,285**, entitled **MATCHBOOK**, filed **December 29, 2011**.

U.S. Design Pat. Appl. **29/395,283**, entitled **PACKAGE FOR MANUFACTURER COUPONS**, filed **December 29, 2011**.

U.S. Design Pat. Appl. 29/395,284, entitled **PACKAGE FOR MANUFACTURER COUPONS**, filed December 29, 2011.

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; and generally do everything possible which the Assignee shall consider desirable for vesting title to such improvements in the Assignee, and for securing, maintaining and enforcing proper patent protection for such improvements;

TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

Signature: Marcus L. Thuesen  
Name: Marcus L. Thuesen

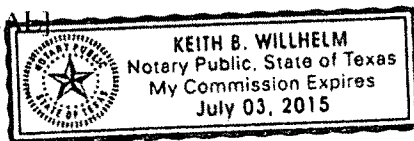
Date: 1-16-2012

STATE OF TEXAS                    )  
  ) ss.  
COUNTY OF HARRIS            )

BEFORE ME, the undersigned authority, on this 16<sup>th</sup> day of January, 2012, personally appeared Marcus L. Thuesen, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same of his own free will for the purposes and consideration therein expressed.

Keith B. Willhelm  
Notary or Consular Officer

[SEAL]



Keith B. Willhelm  
Attorney at Law  
6266 Del Monte  
Houston, Texas 77057