

RECORDATION FORM COVER SHEET
PATENTS ONLY

Atty Ref/Docket No.: 3291.207US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Fabio Santini, Peter Lai

Additional name(s) of conveying party(ies) attached?

[] Yes [X] No

3. Nature of conveyance:

- [X] Assignment [] Merger
- [] Security Agreement [] Change of Name
- [] Other

Execution Date: July 26, 2012, July 26, 2012

2. Name and address of receiving party(ies):

Name: Zynga Inc.

Street Address: 699 Eighth Street

City: San Francisco State: CA Zip: 94103

Country: United States of America

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

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

Serial No. 13/562,055, filed July 30, 2012

B. Patent No.(s)

Additional numbers attached? [] Yes [X] No

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

Name: Kirt L. Iverson

Address:

Schwegman, Lundberg & Woessner, P.A.
P.O. Box 2938
Minneapolis, MN 55402--0938

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

[] Enclosed

[X] Authorized to be charged to deposit account
19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Kirt L. Iverson/Reg. No. 62,660

Name of Person Signing



Signature

10/26/2012

Date

Total number of pages including cover sheet: 5

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Mail Stop Assignment Recordation Services
P.O. Box 1450
Alexandria, VA 22313-1450

CH \$40.00 190743 13562055

Attorney Docket No. 3291.207US1
Client Ref. No. P1277US1

ASSIGNMENT

WHEREAS, Fabio Santini, and Peter Lal (hereinafter the "Undersigned") has [have] made one or more inventions and other subject matter (hereinafter collectively referred to as the "Invention") which are described in a patent application filed on July 30, 2012, which application was assigned US patent application serial number 13/562,055, and which is titled CUSTOMIZING OFFERS FOR SALES OF COMBINATIONS OF VIRTUAL ITEMS.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency, and adequacy of which are hereby acknowledged by the Undersigned, the Undersigned do hereby irrevocably and unconditionally:

CONVEY, ASSIGN, AND TRANSFER to Zynga Inc. (the "Assignee"), a corporation of the State of Delaware, having a place of business at 699 Eighth Street, San Francisco, CA 94103, the Undersigned's entire right, title, and interest for the United States and all foreign countries and jurisdictions in and to:

the Invention which is disclosed in the above-identified application or applications;

such application or applications, and all divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other applications for a patent or patents which have been or shall be filed in the United States (including all provisional and non-provisional applications), and in all foreign countries and jurisdictions based in whole or in part on any of such Invention (including any application for a utility model or an innovation patent application);

all original and reissued patents which have been or shall be issued in the United States and all foreign countries and jurisdictions based in whole or in part on any of such Invention;

Including the right to claim priority to the above-identified patent application or applications in relation to subject matter based in whole or in part on the above-identified patent application or applications and any of the foregoing including the right to file foreign applications under the provisions of any convention or treaty;

and including the right to all causes of action, remedies, and other enforcement rights related to the above-identified application or applications, including without limitation the right to sue for past, present, or future infringement, misappropriation, or violation of any and all rights related to the above-identified patent application or applications and any of the foregoing, including the right to obtain and collect damages for past, present, or future infringement;

Assignment

Assignors: Fabio Santini et al.

Title: CUSTOMIZING OFFERS FOR SALES OF COMBINATIONS OF VIRTUAL ITEMS

Page 2 of 4

Docket No: 3291.207US1

Client Ref. No. P1277US1

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

AUTHORIZE AND REQUEST that any attorney associated with U.S. Patent and Trademark Office (USPTO) Customer No. 107322 may (directly or through his/her designee) delete, insert, or alter any information related to the above-identified patent application or applications or any of the foregoing, after execution of this Assignment;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or shall 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, that when requested and without compensation, but at the expense of the Assignee, in order to carry out in good faith the intent and purpose of this Assignment, the Undersigned shall (1) execute all provisional, non-provisional, divisional, continuing (including continuation-in-part), substitute, renewal, reissue, and all other patent applications for the invention; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers for the invention; (3) communicate to the Assignee all facts known to the Undersigned relating to the invention and the history thereof; (4) cooperate with the Assignee in any interference, reexamination, reissue, opposition, dispute, or litigation involving any of the applications or patents for the invention; and (5) take such further actions as the Assignee shall reasonably consider necessary or desirable for vesting title to such invention in the Assignee, or for securing, maintaining and enforcing proper patent protection for the invention;

COVENANT, that should any provision of this agreement be held unenforceable by an authority of competent jurisdiction, such a ruling shall not affect the validity and enforceability of the remaining provisions. To the extent that any such provision is found to be unenforceable, the Undersigned, when requested and without compensation shall act in good faith to substitute for such provision a new provision with content and purpose as close as possible to the provision deemed unenforceable.

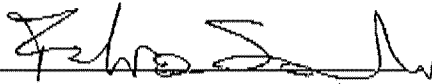
THIS AGREEMENT IS TO BE BINDING on the heirs, assigns, representatives, and successors of the Undersigned, and is to extend to the benefit of the successors, assigns, and nominees of the Assignee.

AGREED as of the date of my signature below:

Assignment
Assignors: Fabio Santini et al.
Title: CUSTOMIZING OFFERS FOR SALES OF COMBINATIONS OF VIRTUAL ITEMS
Page 3 of 4

Docket No: 3291.207US1
Client Ref. No. P1277US1

Assignor:

(Signature): 

Name: Fabio Santini

City/State: Mountain View, CA

Date: 7/26/12

Assignment

Assignors: Fabio Santini et al.

Title: CUSTOMIZING OFFERS FOR SALES OF COMBINATIONS OF VIRTUAL ITEMS

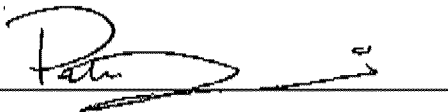
Page 4 of 4

Docket No: 3291.207US1

Client Ref. No. P1277US1

Assignor:

(Signature):



Name: Peter Lal

City/State: San Francisco, CA

Date:

July 26/12



SCHWEGMAN • LUNDBERG • WOESSNER
PATENT PROTECTION FOR HIGH TECHNOLOGY

P.O. Box 2938
Minneapolis, MN 55402
Telephone (612) 373-6900 Facsimile (612) 339-3061

October 26, 2012

Time: 02:00 pm
(Minneapolis, Minn.)

TO: Commissioner for Patents
Attn: Assignment Recordation Services
Patent Examining Corps
Facsimile Center
P.O. Box 1450
Alexandria, VA 22313-1450

FROM: Kirt L. Iverson

OUR REF: 3291.207US1

FAX NUMBER 571-273-0140

Please deliver to Assignment Recordation Services

Document(s) Transmitted: **Assignment (4 pgs.), Recordation Form Cover Sheet (1 pg.), Authorization to charge Deposit Account 19-0743 in the amount of \$40.00 to cover the recordation fee.**

Total pages of this transmission, including cover letter: 6

If you do NOT receive all of the pages described above, please telephone us at 612-373-6900 or fax us at 612-339-3061.

In re. Patent Application of: Fabio Santini et al.

Examiner: Unknown

Serial No.: 13/562,055

Group Art Unit: 3714

Filed: July 30, 2012

Docket No.: 3291.207US1

Title: CUSTOMIZING OFFERS FOR SALES OF COMBINATIONS OF VIRTUAL ITEMS

Please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

By: Kirt L. Iverson
Name: Kirt L. Iverson
USPTO Reg. No. 62,660

I hereby certify that this paper is being transmitted by facsimile to the U.S. Patent and Trademark Office on the date shown below.

Stefanie Ricks
Stefanie Ricks

10/26/2012
Date of Transmission