

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Nick Testanero</td> <td>11/09/2012</td> </tr> </tbody> </table>		Name	Execution Date	Nick Testanero	11/09/2012
Name	Execution Date				
Nick Testanero	11/09/2012				
RECEIVING PARTY DATA					
Name:	CELLOTAPE, Inc.				
Street Address:	47623 Fremont Blvd.				
City:	Fremont				
State/Country:	CALIFORNIA				
Postal Code:	94538				
PROPERTY NUMBERS Total: 1					
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13673674</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13673674
Property Type	Number				
Application Number:	13673674				
CORRESPONDENCE DATA					
Fax Number:	4085309797				
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>					
Phone:	408-530-9700				
Email:	tom@HOLLP.COM				
Correspondent Name:	Thomas B. Haverstock				
Address Line 1:	162 N WOLFE ROAD				
Address Line 4:	SUNNYVALE, CALIFORNIA 94086				
ATTORNEY DOCKET NUMBER:	CELL-00300				
NAME OF SUBMITTER:	Thomas B. Haverstock				
Total Attachments: 1 source=assignment_11_9_12#page1.tif					

OP \$40.00 13673674

ASSIGNMENT

WHEREAS, I, Nick Testanero, hereinafter referred to as "ASSIGNOR", have invented certain new and useful improvements as described and set forth in the below-identified application for United States Letters Patent

Title of Invention: **METHOD, SYSTEM AND APPARATUS FOR AUTOMATICALLY LINKING CUSTOMIZABLE AND/OR PERSONALIZED DIGITAL CONTENT TO AN OBJECT**

Date of execution of application: _____ Filing Date: _____ Serial No.: _____

WHEREAS, CELLOTAPE, Inc., a corporation of the State of California, 47623 Fremont Blvd., Fremont, CA 94538, herein after referred to as "ASSIGNEE", is desirous of acquiring the entire right, title and interest in said invention and application and in any Letters Patent which may be granted on the same;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor has sold, assigned and transferred, and by these presents do sell, assign and transfer unto said Assignee, and Assignee's successors and assigns, all right, title and interest in and to said invention, said application for United States Letters Patent, and any Letters Patent which may hereafter be granted on the same in the United States and all countries throughout the world including any divisions, renewals, continuations in whole or in part, substitutions, conversions, reissues, prolongations or extensions thereof, said interest to be held and enjoyed by said Assignee as fully and exclusively as it would have been held and enjoyed by said Assignor had this assignment and transfer not been made, to the full end and term of any Letters Patent

Assignor further agree that he will, without charge to said Assignee, but at Assignee's expense, cooperate with Assignee in the prosecution of said application and/or applications, execute, verify, acknowledge and deliver all such further papers, including applications for Letters Patent and for the reissue thereof, and instruments of assignment and transfer thereof, and will perform such other acts as Assignee lawfully may request, to obtain or maintain Letters Patent for said invention and improvement in any and all countries, and to vest title thereto in said Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignor has hereunto signed his name to this assignment on the dates indicated below.

Nick Testanero
Nick Testanero

11-9-2012
Date

STATE OF _____

COUNTY OF _____

On _____ before me, _____, a notary public, personally appeared Nick Testanero who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

SEAL

Signature of Notary Public