

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Empire IP LLC	11/15/2012
RECEIVING PARTY DATA	
Name:	CreateAds LLC
Street Address:	One Commerce Center - 1201 Orange Street
Internal Address:	Suite 600
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19899
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	5535320
CORRESPONDENCE DATA	
Fax Number:	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	tsalmon@empireipllc.com
Correspondent Name:	Empire IP LLC
Address Line 1:	815 Brazos Street
Address Line 2:	Suite 500
Address Line 4:	Austin, TEXAS 78701
NAME OF SUBMITTER:	Timothy M. Salmon
Total Attachments: 1 source=320 Patent - Assignment from Empire IP to CreateAds#page1.tif	

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EXHIBIT A

ASSIGNMENT

WHEREAS, Empire IP LLC, a Texas Limited Liability Company having an address at 815 Brazo St. Suite 500, Austin, Texas 78701 (hereafter, together with any successors, legal representatives or assigns thereof, called "Assignor") is the owner of the entire right, title, and interest to **U.S. Patent No. 5,535,320** issued on **July 9, 1996** for an invention titled "**Method of generating a visual design**", and all patents, patent applications, foreign patents, foreign patent applications, continuations, continuations-in-part, divisionals, extensions, renewals, reissues and re-examinations related to all inventions thereof, including without limitation all rights to claim priority on the basis thereof (the "Patents");

AND WHEREAS, CreateAds LLC, a Delaware Limited Liability Company, having a place of business at One Commerce Center, 1201 Orange Street, Suite 600, Wilmington, Delaware 19899 (hereafter, together with any successors, legal representatives or assigns thereof, called "Assignee") wants to acquire Assignor's entire right, title and interest in and to the Patents, including reissues and re-examinations, and Assignor is willing to grant all substantial rights in and to the Patents to Assignee.

NOW, THEREFORE, effective on the execution date set forth below, and in consideration of the promises and mutual covenants contained herein and for other good and valuable consideration, the Parties agree as follows:

1. **Assignment.** Assignor does hereby sell, assign, transfer and convey to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the Patents to the full end of the term for which the Patent is granted, as fully and entirely as the same would have been held by Assignor had this assignment not been made. The aforesaid assignment includes the Assignor's right in and to all income, royalties, damages and payments now, in the past or hereafter due or payable which may be granted, and in and to all causes of action, and the right to sue, counterclaim, and recover for past, present and future infringement of the Patents, as fully and entirely as the same would have been held by Assignor had this assignment not been made. Assignor agrees not to challenge the validity and/or enforceability of the Patents or aid, abet, encourage, participate in, or induce any such challenge by a third party.

Assignor hereby covenants that it has full right to convey the entire interest herein transferred, and that it has not executed, and will not execute, any agreement in conflict with this Assignment.

Executed this 15th day of November, 2012.

Empire IP LLC

By 

Name Daniel Mitry

Title Member