

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Platformation, Inc.	11/06/2012
RECEIVING PARTY DATA	
Name:	Namul Applications LLC
Street Address:	160 Greentree Drive
Internal Address:	Suite 101
City:	Dover
State/Country:	DELAWARE
Postal Code:	19904
PROPERTY NUMBERS Total: 14	
Property Type	Number
Patent Number:	7840447
Patent Number:	8041611
Patent Number:	7483894
Patent Number:	7523108
Application Number:	12336589
Patent Number:	7974972
Application Number:	12757423
Application Number:	13176241
Patent Number:	7809610
Patent Number:	7571106
Application Number:	12535592
Application Number:	12873863
Application Number:	11625926
Application Number:	13038150

CORRESPONDENCE DATA**Fax Number:** 7036841460*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.***Phone:** 703-684-1470**Email:** khuber@brundidge-stanger.com**Correspondent Name:** Brundidge & Stanger, P.C.**Address Line 1:** 2318 Mill Road**Address Line 2:** Suite 1020**Address Line 4:** Alexandria, VIRGINIA 22314**NAME OF SUBMITTER:**

David S. Lee

Total Attachments: 5

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ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, Platformation, Inc., a Delaware corporation, with an office at 439 S New Ave, Monterey Park, CA 91755 ("**Assignor**"), does hereby sell, assign, transfer, and convey unto Namul Applications LLC, a Delaware limited liability company, having an address at 160 Greentree Drive, Suite 101, Dover, DE 19904 ("**Assignee**"), or its designees, all right, title, and interest that exist today and may exist in the future in and to any and all of the following (collectively, the "**Patent Rights**"):

(a) the provisional patent applications, patent applications and patents listed in the table below (the "**Patents**");

<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
7840447	US	10/30/2008	Pricing and Auctioning of Bundled Items Among Multiple Sellers and Buyers Leonard Kleinrock
8041611	US	11/18/2010	Pricing and Auctioning of Bundled Items Among Multiple Sellers and Buyers Leonard Kleinrock
7483894	US	05/22/2007	Methods and Apparatus for Entity Search Yu Cao
7523108	US	05/22/2007	Methods and Apparatus for Searching with Awareness of Geography and Languages Yu Cao
12/336589	US	12/17/2008	Methods and Apparatus for Entity Search Yu Cao
7974972	US	03/12/2009	Methods and Apparatus for Searching with Awareness of Geography and Languages Yu Cao
12/757423	US	04/09/2010	Methods & Apparatus for Searching with Awareness of

<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
			Different Types of Information Yu Cao
13/176241	US	07/05/2011	Methods and Apparatus for Searching with Awareness of Geography and Languages Yu Cao
7809610	US	05/21/2007	Methods and Apparatus for Freshness and Completeness of Information Yu Cao
7571106	US	04/08/2008	Methods and Apparatus for Freshness and Completeness of Information Yu Cao
12/535592	US	08/04/2009	Methods and Apparatus for Freshness and Completeness of Information Yu Cao
12/873863	US	09/01/2010	Methods and Apparatus for Freshness and Completeness of Information Yu Cao
11/625926	US	01/23/2007	Electronic Marketplace that Facilitates Transactions Between Consolidated Buyers and/or Sellers Robert D. Fish
13/038150	US	03/01/2011	Offering Promotions Based on Query Analysis Yu Cao

(b) all patents and patent applications (i) to which any of the Patents directly or indirectly claims priority, and/or (ii) for which any of the Patents directly or indirectly forms a basis for priority;

(c) all reissues, reexaminations, extensions, continuations, continuations in part, continuing prosecution applications, requests for continuing examinations, divisions, registrations of any item in any of the foregoing categories (a) and (b);

(d) all foreign patents, patent applications, and counterparts relating to any item in any of the foregoing categories (a) through (c), including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances;

(e) all items in any of the foregoing in categories (b) through (d), whether or not expressly listed as Patents above and whether or not claims in any of the foregoing have been rejected, withdrawn, cancelled, or the like;

(f) inventions, invention disclosures, and discoveries described in any of the Patents and/or any item in the foregoing categories (b) through (e) that (i) are included in any claim in the Patents and/or any item in the foregoing categories (b) through (e), (ii) are subject matter capable of being reduced to a patent claim in a reissue or reexamination proceeding brought on any of the Patents and/or any item in the foregoing categories (b) through (e), and/or (iii) could have been included as a claim in any of the Patents and/or any item in the foregoing categories (b) through (e);

(g) all rights to apply in any or all countries of the world for patents, certificates of invention, utility models, industrial design protections, design patent protections, or other governmental grants or issuances of any type related to any item in any of the foregoing categories (a) through (f), including, without limitation, under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement, or understanding;

(h) all causes of action (whether known or unknown or whether currently pending, filed, or otherwise) and other enforcement rights under, or on account of, any of the Patents and/or any item in any of the foregoing categories (b) through (g), including, without limitation, all causes of action and other enforcement rights for

- (1) damages,
- (2) injunctive relief, and
- (3) any other remedies of any kind

for past, current, and future infringement; and

(i) all rights to collect royalties and other payments under or on account of any of the Patents and/or any item in any of the foregoing categories (b) through (h).

Assignor represents, warrants and covenants that:

(1) Assignor has the full power and authority, and has obtained all third party consents, approvals and/or other authorizations required to enter into this Agreement and to carry out its obligations hereunder, including the assignment of the Patent Rights to Assignee; and

(2) Assignor owns, and by this document assigns to Assignee, all right, title, and interest to the Patent Rights, including, without limitation, all right, title, and interest to sue for infringement of the Patent Rights. Assignor has obtained and properly recorded previously executed assignments for the Patent Rights as necessary to fully perfect its rights and title therein in accordance with governing law and regulations in each respective jurisdiction. The Patent Rights are free and clear of all liens, claims, mortgages, security interests or other encumbrances, and restrictions. There are no actions, suits, investigations, claims or proceedings threatened, pending or in progress relating in any way to the Patent Rights. There are no existing contracts, agreements, options, commitments, proposals, bids, offers, or rights with, to, or in any person to acquire any of the Patent Rights.

Assignor hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.

Assignor will, at the reasonable request of Assignee, do all things necessary, proper, or advisable, including without limitation, the execution, acknowledgment, and recordation of specific assignments, oaths, declarations, and other documents on a country-by-country basis, to assist Assignee in obtaining, perfecting, sustaining, and/or enforcing the Patent Rights.

The terms and conditions of this Assignment of Patent Rights will inure to the benefit of Assignee, its successors, assigns, and other legal representatives and will be binding upon Assignor, its successors, assigns, and other legal representatives.

IN WITNESS WHEREOF this Assignment of Patent Rights is executed at Los Angeles, CA on NOVEMBER 6, 2012.

ASSIGNOR:

Platformation, Inc.

By: 
Name: LEONARD KLEINROCK
Title: CHAIRMAN

(Signature MUST be attested)

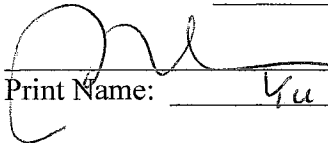
ATTESTATION OF SIGNATURE PURSUANT TO 28 U.S.C. § 1746

The undersigned witnessed the signature of Leonard Kleinrock to the above Assignment of Patent Rights on behalf of Platformation, Inc. and makes the following statements:

1. I am over the age of 18 and competent to testify as to the facts in this Attestation block if called upon to do so.
2. Leonard Kleinrock is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on Nov 6th, 2012 to execute the above Assignment of Patent Rights on behalf of Platformation, Inc.
3. Leonard Kleinrock subscribed to the above Assignment of Patent Rights on behalf of Platformation, Inc.

I declare under penalty of perjury under the laws of the United States of America that the statements made in the three (3) numbered paragraphs immediately above are true and correct.

EXECUTED on Nov 6th, 2012


Print Name: Yu CAO