

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>Stephen Milton</td> <td>01/03/2013</td> </tr> <tr> <td>Duncan McCall</td> <td>01/03/2013</td> </tr> </tbody> </table> | | Name | Execution Date | Stephen Milton | 01/03/2013 | Duncan McCall | 01/03/2013 | | | | |
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| Stephen Milton | 01/03/2013 | | | | | | | | | | |
| Duncan McCall | 01/03/2013 | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | |
| <table border="1"> <tr> <td>Name:</td> <td>PlaceIQ, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>115 West 30th Street, Suite 910</td> </tr> <tr> <td>City:</td> <td>New York</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10001</td> </tr> </table> | | Name: | PlaceIQ, Inc. | Street Address: | 115 West 30th Street, Suite 910 | City: | New York | State/Country: | NEW YORK | Postal Code: | 10001 |
| Name: | PlaceIQ, Inc. | | | | | | | | | | |
| Street Address: | 115 West 30th Street, Suite 910 | | | | | | | | | | |
| City: | New York | | | | | | | | | | |
| State/Country: | NEW YORK | | | | | | | | | | |
| Postal Code: | 10001 | | | | | | | | | | |
| 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>13734674</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 13734674 | | | | | | |
| Property Type | Number | | | | | | | | | | |
| Application Number: | 13734674 | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | |
| <p>Fax Number:</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: docketing@bglp.com</p> <p>Correspondent Name: Bracewell & Giuliani, LLP</p> <p>Address Line 1: P.O. Box 61389</p> <p>Address Line 2: Docketing Department</p> <p>Address Line 4: Houston, TEXAS 77208-1389</p> | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 068092.000001 | | | | | | | | | | |
| NAME OF SUBMITTER: | Joshua L. Tucker | | | | | | | | | | |
| <p>Total Attachments: 4</p> <p>source=PlaceIQAssignment#page1.tif</p> <p>source=PlaceIQAssignment#page2.tif</p> <p>source=PlaceIQAssignment#page3.tif</p> <p>source=PlaceIQAssignment#page4.tif</p> | | | | | | | | | | | |

PATENT

ASSIGNMENT

WHEREAS, Stephen Milton, a citizen of the United States of America, and Duncan McCall, a citizen of England (hereinafter referred to as "**ASSIGNORS**"), have made certain improvements or inventions in a non-provisional patent application titled **Apparatus and Method for Profiling Users**, ("U.S. Patent Application") which was filed on 01/04/2013 and assigned serial application no. 13/734,674 and

WHEREAS, PlaceIQ, Inc., having a business address of 115 West 30th Street, Suite 910, New York, New York 10001, (hereinafter referred to as "**ASSIGNEE**"), is desirous of acquiring the same.

NOW, THEREFORE, This Indenture Witnesseth: That for good and valuable consideration, receipt whereof is hereby acknowledged, said **ASSIGNORS** do hereby sell, assign, and transfer to said **ASSIGNEE**, its successors and assigns, all right, title, and interest in and to said U.S. Patent Application set forth above, the invention or inventions therein shown and described and any improvements on said invention heretofore or hereafter made, any divisions, provisionals, non-provisionals, continuations, or continuations-in-part of said U.S. Patent Application, and all patents, United States and foreign, to be granted upon any such applications or for the invention or inventions thereof, any reissues, reexaminations, continuations, continuations-in-part, or extensions of said patents, and all rights for past and present infringement related to any patents issued or to be issued thereon; and said **ASSIGNORS** do hereby authorize and request the Commissioner of Patents to issue all patents on said U.S. Patent Application or for the invention or inventions hereof, in accordance with this assignment and do hereby authorize and request any attorney or agent associated with Customer Number 101002 to insert in the spaces provided above the filing date and application number of said application when known.

And said **ASSIGNORS** for said consideration hereby covenant and agree that the said **ASSIGNORS** are the owners of the full title herein conveyed and have the right to convey the

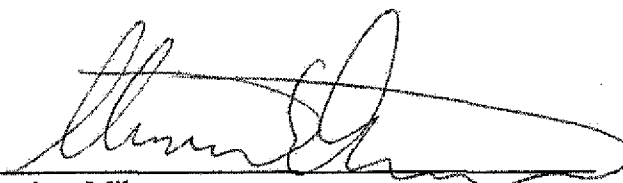
same, and agree that said **ASSIGNORS** will communicate to said **ASSIGNEE** any facts known to said **ASSIGNORS** respecting said invention or inventions, and testify in any legal proceedings when called upon by said **ASSIGNEE**, sign all lawful papers deemed by said **ASSIGNEE** as expedient to vest in it the legal title herein sought to be conveyed or for the filing and prosecution of all applications and patents, United States and foreign, including any disclaimers related thereto, and otherwise aid said **ASSIGNEE**, its successors and assigns, in obtaining full patent protection on said invention and enforcing proper protection under said patents, but in every instance at the **ASSIGNEE'S** expense.

EXECUTED THIS 3 day of January, 2013.



Duncan McCall

EXECUTED THIS 3 day of January, 2013.



Stephen Milton