

PATENT ASSIGNMENT

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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>Daniel V. Pompilio III</td> <td>02/10/2013</td> </tr> <tr> <td>Jason P. Zamer</td> <td>02/10/2013</td> </tr> </tbody> </table>		Name	Execution Date	Daniel V. Pompilio III	02/10/2013	Jason P. Zamer	02/10/2013
Name	Execution Date						
Daniel V. Pompilio III	02/10/2013						
Jason P. Zamer	02/10/2013						
RECEIVING PARTY DATA							
Name:	SimpleC, LLC						
Street Address:	75 5th Street NW						
City:	Atlanta						
State/Country:	GEORGIA						
Postal Code:	30308						
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>13709432</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13709432		
Property Type	Number						
Application Number:	13709432						
CORRESPONDENCE DATA							
Fax Number:	2127557306						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	4123949524						
Email:	erosenfelder@jonesday.com						
Correspondent Name:	Matthew W. Johnson						
Address Line 1:	222 East 41st Street						
Address Line 4:	New York, NEW YORK 10017						
ATTORNEY DOCKET NUMBER:	519794-605006						
NAME OF SUBMITTER:	Matthew W. Johnson						
This document serves as an Oath/Declaration (37 CFR 1.63).							
Total Attachments: 2 source=519794-605006_Dec_Assignment#page1.tif source=519794-605006_Dec_Assignment#page2.tif							

CH \$40.00 13709432

DECLARATION AND ASSIGNMENT

WHEREAS, WE, DANIEL V. POMPILIO, III, citizen of US, having a mailing address of 3945 Paces Ferry Circle, Smyrna, GA, 30080, US residing at Smyrna, GA, US and JASON P. ZAMER, citizen of US, having a mailing address of 9845 Trace Valley, Atlanta, GA, 30350, US residing at Atlanta, GA, US, ASSIGNORS, are inventors of the invention in TIME-DRIVEN PERSONALIZATION OF MEDIA PREFERENCE, for which an application for a patent of the United States has been filed,

which is identified by Jones Day docket no. 519794-605006

which was filed on December 10, 2012, Application No. 13/709,432

We hereby authorize and request attorney(s) at Jones Day, to insert here in parentheses (Application number _____, filed _____) the filing date and application number of said application when known.

As above-named inventors, each of us hereby declares that:

This declaration is directed to:

The attached application,

OR

United States Application Number or PCT international number 13/709,432 filed on December 10, 2012.

The above-identified application was made or authorized to be made by me.

I believe I am an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

Authorization to Permit Access to Application by Participating Office.

If checked, the undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the above-identified patent application is filed access to the above-identified patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, WIPO, or other intellectual property office in which a foreign application claiming priority to the above-identified patent application is filed to have access to the above-identified patent application.

In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the above-identified patent application with respect to: 1) the above-identified patent application-as-filed, 2) any foreign application to which the above-identified application claims priority under 35 USC 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the above-identified patent application; and 3) any U.S. application-as-filed from which benefit is sought in the above-identified application.

In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing the Authorization to Permit Access to Application by Participating Offices.

and WHEREAS, SIMPLIC, LLC, a corporation organized and existing under the laws of the state of GEORGIA, and having an office for the transaction of business at 75 5th Street NW, Atlanta, GA 30308, ASSIGNEE, is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and all right to sue for infringement including past infringement;

AND WE HEREBY authorize and request the Commissioner for Patents and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.


AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing,

U.S. Application No. 13/709,432

reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date 2/10/2013 , 2013  L.S.
DANIEL V. POMPILIO, III

Date 2/10/2013 , 2013  L.S.
JASON P. ZAMER
