

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>Ori Eisen</td> <td>03/20/2013</td> </tr> <tr> <td>Raz Yalov</td> <td>03/20/2013</td> </tr> </tbody> </table>		Name	Execution Date	Ori Eisen	03/20/2013	Raz Yalov	03/20/2013				
Name	Execution Date										
Ori Eisen	03/20/2013										
Raz Yalov	03/20/2013										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>The 41st Parameter, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>17851 North 85th Street</td> </tr> <tr> <td>City:</td> <td>Scottsdale</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>85255</td> </tr> </table>		Name:	The 41st Parameter, Inc.	Street Address:	17851 North 85th Street	City:	Scottsdale	State/Country:	CALIFORNIA	Postal Code:	85255
Name:	The 41st Parameter, Inc.										
Street Address:	17851 North 85th Street										
City:	Scottsdale										
State/Country:	CALIFORNIA										
Postal Code:	85255										
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>13831085</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13831085						
Property Type	Number										
Application Number:	13831085										
CORRESPONDENCE DATA											
<p>Fax Number: 6504936811 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (650)493-9300 Email: apalladino@wsgr.com Correspondent Name: Wilson Sonsini Goodrich & Rosati Address Line 1: 650 Page Mill Road Address Line 4: Palo Alto, CALIFORNIA 94304</p>											
ATTORNEY DOCKET NUMBER:	31718-716.201										
NAME OF SUBMITTER:	Annette Palladino										
<p>Total Attachments: 1 source=41st Parameter 31718-716.201 Assignment#page1.tif</p>											

CH \$40.00 13831085

WHEREAS, the undersigned:

1. EISEN, ORI
Scottsdale, AZ

2. YALOV, RAZ
Scottsdale, AZ

(hereinafter "Inventor(s)), have invented certain new and useful improvements in

METHODS AND SYSTEMS FOR PERSISTENT CROSS-APPLICATION MOBILE DEVICE IDENTIFICATION

for which application serial number 13/831,085 was filed on March 14, 2013 in the United States Patent Office; (hereinafter, "Application(s)"). The term "Application(s)" also includes all patent applications that share or claim priority to or from the above application(s).

WHEREAS, The 41st Parameter, Inc., a corporation of the State of Delaware, having a place of business at North 85th Street, Scottsdale, AZ 85255, (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said Application(s), and the inventions disclosed therein, and in and to all embodiments of the inventions, heretofore conceived, made or discovered, whether jointly or severally, by said Inventor(s) (hereinafter collectively referred to as "Inventions"), and in and to any and all patents, inventor's certificates and other forms of protection thereon granted in the United States, foreign countries, or under any international convention, agreement, protocol, or treaty, including those filed under the Paris Convention for the Protection of Industrial Property, The Patent Cooperation Treaty or otherwise (hereinafter "Patent(s)").

NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Inventor(s) to have been received in full from said Assignee:

1. Said Inventor(s) do hereby sell, assign, transfer and convey unto said Assignee the entire right, title and interest (a) in and to said Inventions; (b) in and to said Applications, including the right to claim priority to and from said Application(s); (c) in and to each and every application that is a divisional, substitution, continuation, or continuation-in-part of any of said Application(s); (d) in and to said Patent(s) and each and every patent issuing or reissuing from any of the foregoing; (e) in and to each and every reissue, reexamination, renewal or extension of any kind of any of the foregoing; and (f) in and to each and every patent and application filed outside the United States and corresponding to any of the foregoing.

2. Said Inventor(s) hereby covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States, foreign countries, or under any international convention, agreement, protocol, or treaty. Such cooperation by said Inventor(s) shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any applications covering said Inventions; (c) for filing and prosecuting substitute, divisional, continuing or additional applications covering said Inventions; (d) for filing and prosecuting applications for reissuance of any said Patent(s); (e) for interference or other priority proceedings involving said Inventions; and (f) for legal proceedings involving said Inventions and any applications therefor and any Patent(s) granted thereon, including without limitation reissues and reexaminations, opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that reasonable expenses incurred by said Inventor(s) in providing such cooperation shall be paid for by said Assignee.

3. The terms and covenants of this assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventor(s), their respective heirs, legal representatives and assigns.

4. Said Inventor(s) hereby warrant, represent and covenant that said Inventor(s) have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

5. Said Inventor(s) hereby request that any Patent(s) issuing in the United States, foreign countries, or under any international convention, agreement, protocol, or treaty, be issued in the name of the Assignee, or its successors and assigns, for the sole use of said Assignee, its successors, legal representatives and assigns.

6. This instrument will be interpreted and construed in accordance with the laws of the State of California, without regard to conflict of law principles. If any provision of this instrument is found to be illegal or unenforceable, the other provisions shall remain effective and enforceable to the greatest extent permitted by law. This instrument may be executed in counterparts, each of which is deemed an original, but all of which together constitute one and the same agreement.

IN WITNESS WHEREOF, said Inventor(s) have executed and delivered this instrument to said Assignee as of the dates written below:

Date:

3/20/13

ORI EISEN

Date:

3/20/2013

RAZ YALOV