

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>Colin O'Donnell</td> <td>03/19/2013</td> </tr> <tr> <td>David Rocamora</td> <td>03/19/2013</td> </tr> <tr> <td>Sholom Ellenberg</td> <td>03/20/2013</td> </tr> </tbody> </table>		Name	Execution Date	Colin O'Donnell	03/19/2013	David Rocamora	03/19/2013	Sholom Ellenberg	03/20/2013		
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<table border="1"> <tr> <td>Name:</td> <td>CONTROL GROUP, INC.</td> </tr> <tr> <td>Street Address:</td> <td>233 Broadway, 21st Floor</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>10279</td> </tr> </table>		Name:	CONTROL GROUP, INC.	Street Address:	233 Broadway, 21st Floor	City:	New York	State/Country:	NEW YORK	Postal Code:	10279
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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>13465384</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13465384						
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CORRESPONDENCE DATA											
<p>Fax Number: 6173957070 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (617) 395-7078 Email: DRoccio@LALaw.com Correspondent Name: Lando & Anastasi LLP Address Line 1: Riverfront Office Park Address Line 2: One Main Street Address Line 4: Cambridge, MASSACHUSETTS 02142</p>											
ATTORNEY DOCKET NUMBER:	C2131-700010										
NAME OF SUBMITTER:	David M. Roccio										
<p>Total Attachments: 5 source=executed Assignment#page1.tif source=executed Assignment#page2.tif source=executed Assignment#page3.tif source=executed Assignment#page4.tif source=executed Assignment#page5.tif</p>											

CH \$40.00 13465384

ASSIGNMENT

For good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, we, the undersigned **Colin O'Donnell of Brooklyn, New York, David Rocamora of Brooklyn, New York and Sholom Ellenberg of Mamaroneck, New York**, hereby:

Sell, assign and transfer to **Control Group, Inc.**, a Delaware corporation having a place of business at **233 Broadway, 21st Floor, New York, New York 10279**, its successors, assigns and legal representatives, all hereinafter referred to as said Assignee, the entire right, title and interest for the United States and all foreign countries, in and to any and all inventions which are disclosed in an application for Letters Patent filed in the United States Patent and Trademark Office on:

May 7, 2012

ENTER FILING DATE ABOVE

under Application Serial No. 13/465,384 and
entitled **WEB-LEVEL ENGAGEMENT AND ANALYTICS FOR THE PHYSICAL
SPACE**,

and in and to said application and all continuing, divisional, continuation-in-part, substitute, renewal, reissue and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on said any and all inventions, including a provisional application filed on **October 31, 2011** under Application Serial No. **61/553,617** and entitled **WEB-LEVEL ENGAGEMENT AND ANALYTICS FOR THE PHYSICAL SPACE**; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said any and all inventions including the right to apply for patent rights in each foreign country and all rights to priority; and further including any right to sue for past infringement;

Appoint, authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting in the spaces provided above the filing date and serial number of said application when known;

Agree that said Assignee may apply for and receive Letters Patent for said any and all inventions in its own name; and when requested, without charge to but at the expense of said Assignee, we agree to carry out in good faith the intent and purpose of this assignment, by executing all divisional, continuing, substitute, renewal, reissue, and all other patent applications on said any and all inventions, by executing all rightful oaths, assignments, powers of attorney and other papers, by communicating to said Assignee all facts known to us relating to said any and all inventions and the history thereof, and generally by doing everything reasonably possible which said Assignee shall consider desirable for aiding in securing and maintaining proper patent

protection for said any and all inventions and for vesting title to said any and all inventions and all applications for patents and all patents on said inventions, in said Assignee;

Request the Honorable Commissioner of Patents and Trademarks to issue said Letters Patent to said Assignee; and

Covenant with said Assignee that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

Said Assignee does hereby acknowledge and accept the above sale, assignment and transfer of all the rights, title and interest enumerated above, including but not limited to the right to priority and the right to sue for past infringement.

Date 3/19/13 Colin O'Donnell

STATE OF New York:

COUNTY OF New York:

On this 19th day of March, 2013, before me, the undersigned notary public, personally appeared Colin O'Donnell (name of document signer), proved to me through satisfactory evidence of identification, which were NYS Driver License, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that (he) (she) signed it voluntarily for its stated purpose.

(SEAL) He Yi Weng
Printed name of Notary: He Yi Weng
My commission expires: 12/3/15

HE YI WENG
Notary Public, State of New York
No. 01WE6178606
Qualified in Kings County
Commission Expires Dec. 03, 2015

3/19/2013
Date

David Rocamora
David Rocamora

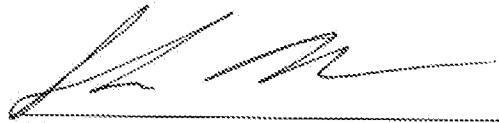
STATE OF New York:
COUNTY OF New York:

On this 19th day of March, 2013, before me, the undersigned notary public, personally appeared David Rocamora (name of document signer), proved to me through satisfactory evidence of identification, which were NYS Driver Licence, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that (he) (she) signed it voluntarily for its stated purpose.

(SEAL) He Yi Weng
Printed name of Notary: He Yi Weng
My commission expires: 12/03/15

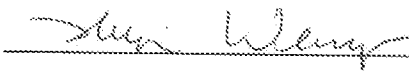
HE YI WENG
Notary Public, State of New York
No. 01WE6178606
Qualified in Kings County
Commission Expires Dec. 03, 2015

3-20-2013
Date


Sholom Ellenberg

STATE OF New York;
COUNTY OF New York;

On this 20th day of MARCH, 2012, before me, the undersigned notary public, personally appeared Sholom Ellenberg (name of document signer), proved to me through satisfactory evidence of identification, which were Connecticut Driver License to be the person whose name is signed on the preceding or attached document, and acknowledged to me that (he) (she) signed it voluntarily for its stated purpose.


(SEAL) Printed name of Notary: He Yi Weng
My commission expires: 12/3/15

HE YI WENG
Notary Public, State of New York
No. 01WE6178606
Qualified in Kings County
Commission Expires Dec. 03, 2015

By: CONTROL GROUP, INC.

Date 3/19/13

Signature *Amanda O'Donnell*

Printed Name of Signor AMANDA O'DONNELL

Title/Authority of Signor CFO

STATE OF New York:

COUNTY OF New York:

On this 19th day of March, 2013 before me, the undersigned notary public, personally appeared Amanda O'Donnell (name of document signer), proved to me through satisfactory evidence of identification, which were NYS Driver's License, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that (he) (she) signed it voluntarily for its stated purpose.

(SEAL) Printed name of Notary: *He Yi Weng*
My commission expires: 12/03/15

HE YI WENG
Notary Public, State of New York
No. 01WE6178606
Qualified in Kings County
Commission Expires Dec. 03, 2015

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