

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>Douglas P. Gibbs</td> <td>03/26/2013</td> </tr> <tr> <td>Crystal D. Martin</td> <td>03/26/2013</td> </tr> </tbody> </table>		Name	Execution Date	Douglas P. Gibbs	03/26/2013	Crystal D. Martin	03/26/2013				
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<table border="1"> <tr> <td>Name:</td> <td>OutLOUD, LLC</td> </tr> <tr> <td>Street Address:</td> <td>779 Shasta Street</td> </tr> <tr> <td>City:</td> <td>Yuba City</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>95991</td> </tr> </table>		Name:	OutLOUD, LLC	Street Address:	779 Shasta Street	City:	Yuba City	State/Country:	CALIFORNIA	Postal Code:	95991
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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>13707246</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13707246						
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CORRESPONDENCE DATA											
<p>Fax Number: 7012370544 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 7012818822 Email: kelsey@neustel.com Correspondent Name: Neustel Law Offices Address Line 1: 2534 South University Drive, Suite 4 Address Line 4: Fargo, NORTH DAKOTA 58103</p>											
ATTORNEY DOCKET NUMBER:	GIBB-044										
NAME OF SUBMITTER:	Kelsey Aamot										
Signature:	/Kelsey Aamot/										
Date:	04/05/2013										
<p>Total Attachments: 3 source=2013-04-05_Executed_Assignment_2_GIBB-044#page1.tif source=2013-04-05_Executed_Assignment_2_GIBB-044#page2.tif source=2013-04-05_Executed_Assignment_2_GIBB-044#page3.tif</p>											

OP \$40.00 13707246

ASSIGNMENT OF RIGHTS

WHEREAS, I, as a below named inventor, am a sole inventor or a joint inventor (hereinafter "Assignor") of certain new and useful invention entitled **Customizable Media Content System for an Article** (hereinafter "Invention") for which application for Letters Patent of the United States of America has been filed identified by U.S. Patent Application No. **13/707,246** filed on 12/6/2012 having Attorney Docket No. GIBB-044 (hereinafter "Pending Patent Application"); and

WHEREAS, **OutLOUD, LLC**, a limited liability company organized in the State of California, having a place of business at 779 Shasta Street, Yuba City, California 95991 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said Invention, said application disclosing the Invention and all Letters Patent of the United States and Letters Patent in any and all foreign countries which may be obtained therefore.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, I do hereby sell, assign, transfer and set over unto said Assignee, its successors, assigns and legal representatives the entire right, title and interest in and to:

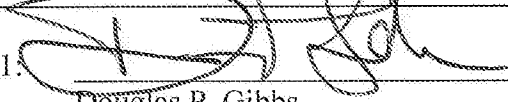
- (i) said Invention;
- (ii) said Pending Patent Application identified as U.S. Patent Application No. **13/707,246** along with all rights to claim priority therefrom and/or thereto;
- (iii) all patents of the United States and in any and all foreign countries which may be issued for said Invention, along with all rights to claim priority therefrom and/or thereto;
- (iv) all patent applications, continuations, continuations-in-part, divisionals, reexaminations and reissues of said Invention as described in the above-mentioned patent application in the United States and in any and all foreign countries, along with all rights to claim priority therefrom and/or thereto; and
- (v) all claims for damages by reason of past infringement with the right to sue for and collect the same and obtain all other possible remedies for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives;

as fully and completely as the same would have been held by me had this Assignment and sale not been made. The above-said entire right, title and interest shall vest irrevocably in said Assignee. I hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

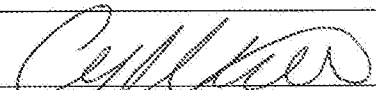
I further agree upon request, without additional compensation but at no expense to myself, to execute or assent to foreign applications, and to execute all other legal documents as may be necessary or desirable to vest the enjoyment of the said entire right, title and interest hereby transferred in Assignee, its legal representatives, successors and assigns, or as the Assignee may direct. I specifically agree to, but without limitation, the following when requested by Assignee:

- (i) I will communicate to Assignee all facts known to me respecting said Invention;
- (ii) I will, as and when requested by Assignee, execute all lawful papers which Assignee may deem advisable for carrying out the true purposes and intent hereof, including all lawful oaths and affidavits, one or more written confirmations of this Agreement, all applications for Letters Patent in foreign countries and all divisional, continuation, reissue and substitute applications for Letters Patent for said Invention; and
- (iii) I will testify in any legal proceedings which involve said Invention or any Letters Patent granted therefore.

I hereby authorize and request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said Invention to the said Assignee, its legal representatives, successors and assigns, as the sole owner of the entire right, title and interest in and to said patents and inventions covered thereby. I acknowledge and agree that the obligations recited herein are binding upon me and my heirs, executors, administrators and assigns forever.

Inventor 1: <u></u> Douglas P. Gibbs	Date: <u>MARCH 26, 2013</u>
STATE OF <u>California</u> COUNTY OF <u>Sutter</u>	
On this _____ day of _____, 2013, before me, a Notary Public within and for said County and State, personally appeared Douglas P. Gibbs , to me known to be the person described in and who executed the foregoing instrument.	
_____ Notary Public	

see attached

Inventor 2: <u></u> Crystal D. Martin	Date: <u>3-26-13</u>
STATE OF <u>California</u> COUNTY OF <u>Sutter</u>	
On this _____ day of _____, 2013, before me, a Notary Public within and for said County and State, personally appeared Crystal D. Martin , to me known to be the person described in and who executed the foregoing instrument.	
_____ Notary Public	

see attached

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

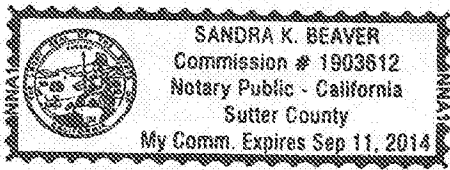
State of California

County of Sutter

On 26 Mar 13 before me, Sandra K. Beaver, Notary Public

personally appeared Doug P. Gibbs & Crystal D. Martin

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: Sandra K. Beaver
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Assignment of Rights

Document Date: March 26, 2013 Number of Pages: TWO

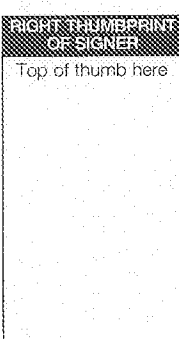
Signer(s) Other Than Named Above: Andy H. Gibbs

Capacity(ies) Claimed by Signer(s)

Signer's Name: Doug P. Gibbs

Signer's Name: Crystal D. Martin

- Corporate Officer — Title(s): _____
- Individual
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing: _____

- Corporate Officer — Title(s): _____
- Individual
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- Trustee
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- Other: _____



Signer Is Representing: _____