

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
EMBRACE, LLC	03/26/2013
RECEIVING PARTY DATA	
Name:	ZIIVAA IP, LLC
Street Address:	1040 Commerce Blvd
Internal Address:	N
City:	Sarasota
State/Country:	FLORIDA
Postal Code:	34243
PROPERTY NUMBERS Total: 3	
Property Type	Number
Patent Number:	8156932
Patent Number:	8191550
Application Number:	12898996
CORRESPONDENCE DATA	
Fax Number:	4078412343
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	4078412330
Email:	lcastonguay@addmg.com
Correspondent Name:	Allen Dyer Doppelt Milbrath & Gilchrist
Address Line 1:	255 South Orange Avenue
Address Line 2:	Suite 1401
Address Line 4:	Orlando, FLORIDA 32801
ATTORNEY DOCKET NUMBER:	0110331_CIP1, CIP2, CIP3
NAME OF SUBMITTER:	Robert H. Thornburg

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PATENT
 REEL: 030240 FRAME: 0304

OP \$120.00 8156932

Signature:	/Robert H. Thornburg/
Date:	04/18/2013
Total Attachments: 3 source=Executed_Assignment_to_Ziivaa#page1.tif source=Executed_Assignment_to_Ziivaa#page2.tif source=Executed_Assignment_to_Ziivaa#page3.tif	

ASSIGNMENT

WHEREAS, **EMBRACE, LLC.**, of Sarasota, Florida, hereinafter referred to as **ASSIGNOR**, is the owner of issued patents and patent application as listed in the attached schedule; and

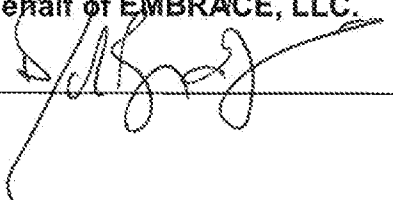
WHEREAS, **ZIIVAA IP, LLC.**, a Florida limited liability company located at 1040 Commerce Blvd., N., Sarasota, Florida 34243, hereinafter referred to as **ASSIGNEE**, is desirous of acquiring the same;

NOW THEREFORE, This Indenture Witnesseth: That for good and valuable consideration, receipt whereof is hereby acknowledged, said **ASSIGNOR** does hereby sell, assign and transfer to said **ASSIGNEE**, its successors and assigns, all right, title and interest in and to said United States Patent application, the invention or inventions therein shown and described and any improvements on said inventions heretofore or hereafter made, any divisions or continuations of said application, and all patents, United States and foreign, to be granted upon any such application or for the invention or inventions thereof, and any reissues, continuations or extensions of said patents; and said **ASSIGNOR** does hereby authorize and request the Commissioner of Patents to issue all patents on said United States Patent applications or for the invention or inventions hereof, in accordance with this assignment.

And said **ASSIGNOR** for said consideration hereby covenants and agrees that said **ASSIGNOR** is the owner of the full title herein conveyed and has the right to convey the same, and agree that said **ASSIGNOR** will communicate to said **ASSIGNEE** any facts known to said **ASSIGNOR** 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, 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.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 26 day of
March, 2013.

Robert Brady
On behalf of **EMBRACE, LLC.**
By: 

Schedule of Patents & Patent Application:

Patent no. 8,156,932 issued 4/17/12

Patent no. 8,191,550 issued 6/05/2012

Patent Application No. 12/898,996 filed 10/06/10