

## PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Gann Bierner	05/01/2012
Edwin Cooper	05/02/2012
RECEIVING PARTY DATA	
Name:	Pearl.com LLC
Street Address:	38 Keyes Avenue
Internal Address:	North Lobby, Suite 150
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94129
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13598450
CORRESPONDENCE DATA	
Fax Number:	4089714660
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Correspondent Name:	Zilka-Kotab, PC
Address Line 1:	P.O. Box 721120
Address Line 4:	San Jose, CALIFORNIA 95172
ATTORNEY DOCKET NUMBER:	JUSTP006A
NAME OF SUBMITTER:	Rambod Nader
Signature:	/Rambod Nader/
Date:	04/22/2013
Total Attachments: 2 source=JUSTP006_signedassign#page1.tif source=JUSTP006_signedassign#page2.tif	

CH \$40.00 13598450

## ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:

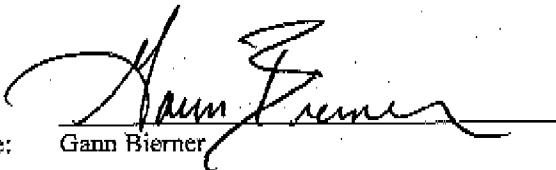
### METHOD AND APPARATUS FOR CREATION OF WEB DOCUMENT TITLES OPTIMIZED FOR SEARCH ENGINES

(Atty. Docket No.: JUSTP006) for which I (we) have executed an application for a United States Letters Patent.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we the undersigned inventor(s) hereby:

- 1) Sell(s), assign(s) and transfer(s) to Pearl.com LLC, a limited liability company having a place of business at 38 Keyes Avenue, North Lobby, Suite 150, San Francisco, CA , 94129 (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative and applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

- 1) Signature:   
Typed Name: Gann Bierner Date: 5/1/12
- 2) Signature: \_\_\_\_\_  
Typed Name: Edwin Cooper Date: \_\_\_\_\_

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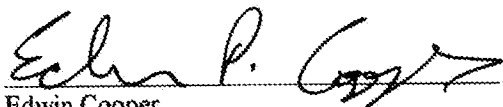
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Signed on the date(s) indicated beside my (our) signature(s).

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|----|--|---------------------|
| 1) | Signature: _____   | Date: _____         |
|    | Typed Name: Gann Bierner   |                     |
| 2) | Signature:  | Date: <u>5/2/12</u> |
|    | Typed Name: Edwin Cooper   |                     |