

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Bettina Hein	04/26/2013
Andreas Goeldi	04/26/2013
RECEIVING PARTY DATA	
Name:	Pixability, Inc.
Street Address:	1 Broadway, 14th Fl.
City:	Cambridge
State/Country:	MASSACHUSETTS
Postal Code:	02142
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13873336
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Correspondent Name:	Cynthia M. Gilbert
Address Line 1:	1 Broadway, 14th Floor
Address Line 2:	c/o Hyperion Law
Address Line 4:	Cambridge, MASSACHUSETTS 02142
ATTORNEY DOCKET NUMBER:	PIX-0001-US
NAME OF SUBMITTER:	Cynthia M. Gilbert
Signature:	/Cynthia M. Gilbert/
Date:	05/03/2013
Total Attachments: 2	
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OP \$40.00 13873336

ASSIGNMENT

WE, **BETTINA HEIN** of **Cambridge, MA**, and **ANDREAS GOELDI** of **Cambridge, MA**,
in consideration of One Dollar and other valuable consideration paid to us by

Pixability, Inc.

a Corporation of Delaware, having its principal place of business at One Broadway, 14th Floor,
Cambridge, MA, 02142, the receipt of which is hereby acknowledged, do hereby sell, assign
and transfer unto said

Pixability, Inc.

its successors and assigns, the entire interest for the United States of America and all foreign
countries including all rights of priority under the International Convention for the Protection
of Industrial Property in a certain invention or improvement in

METHODS AND SYSTEMS FOR IDENTIFYING DISTRIBUTION OPPORTUNITIES

described in an application

☐ Executed by us of even date herewith and about to be filed

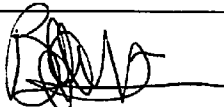

or



☒ Application No. 13/873,336 filed on April 30, 2013.

in the United States Patent and Trademark Office, and in all Letters Patent of the United States
and all foreign countries which may or shall be granted on said invention, or any parts thereof,
or on said application, or any divisional, continuing, reissue or other applications based in
whole or in part thereon. And we agree, for ourselves and our executors and administrators,
with said Corporation and its successors and assigns but at its or their expense and charges,
hereafter to execute all applications, amended specifications, deed or other instrument, and to
do all acts necessary or proper to secure the grant of Letters Patent in the United States and in
all other countries to said corporation, with specifications and claims in such form as shall be
approved by the counsel of said Corporation and to vest and confirm in said corporation, its
successors and assigns, the legal title to all such patents.

And we do hereby authorize and request the Commissioner of Patents and Trademarks
of the United States to issue such Letters Patent as shall be granted upon said application or
applications based thereon to said corporation, its successors and assigns.

And we do further hereby grant the attorneys/agents of Hyperion Law, LLC, the power
to insert on this Assignment the filing date and/or application number of said application.

Name:	Bettina Hein		
Signature:		Date:	4/26/13
Residence Address:	Cambridge, MA	Citizenship:	DE
Correspondence Address:	c/o Pixability, Inc. One Broadway, 14 th Floor Cambridge, MA 02142		
Witnessed by (printed name):	MARK COSTELLO		
Witness Signature:		Date:	04/26/2013

Name:	Andreas Goeldi		
Signature:		Date:	4/26/13
Residence Address:	Cambridge, MA	Citizenship:	CH
Correspondence Address:	c/o Pixability, Inc. One Broadway, 14 th Floor Cambridge, MA 02142		
Witnessed by (printed name):	MARK COSTELLO		
Witness Signature:		Date:	04/26/2013