

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Justin Choi	04/05/2013
RECEIVING PARTY DATA	
Name:	NATIVO, INC.
Street Address:	111 West Ocean Boulevard, Suite 1800
City:	Long Beach
State/Country:	CALIFORNIA
Postal Code:	90801
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13871794
CORRESPONDENCE DATA	
Fax Number:	6265778800
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	626-795-9900
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Correspondent Name:	Christie, Parker & Hale, LLP
Address Line 1:	P.O. Box 29001
Address Line 4:	Glendale, CALIFORNIA 91209
ATTORNEY DOCKET NUMBER:	72082/C1068 BAW/CMJ
NAME OF SUBMITTER:	Christina M. Jauregui
Signature:	/Christina M. Jauregui/
Date:	05/06/2013
Total Attachments: 2 source=72082 Assignment#page1.tif source=72082 Assignment#page2.tif	

OP \$40.00 13871794

ASSIGNMENT

WHEREAS, I, JUSTIN CHOI, residing at 10 Saint Remy Court, Newport Coast, California 92657, have invented certain new and useful improvements disclosed in an application for United States Letters Patent entitled **PRESS RELEASE DISTRIBUTION SYSTEM**, filed **June 29, 2007**, Application No. **11/772,014**, together with claim to the priority of United States Provisional Application No. 60/817,771, filed June 29, 2006.

AND WHEREAS NATIVO, INC., a Delaware corporation, having a place of business at 111 West Ocean Boulevard, Suite 1800, Long Beach, California 90801 (hereafter, together with any successors, legal representatives or assigns thereof, called "ASSIGNEE") wants to acquire the entire right, title and interest in and to said improvements and application.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over to ASSIGNEE the entire right, title and interest in and to said improvements, and said application and all divisions and continuations thereof, and all United States Letters Patents which may be granted thereon and all reissues, reexaminations and extensions thereof, including the right to sue or otherwise bring action and to collect and receive damages therefrom, for past infringement thereof, and all priority rights under all available International Agreements, Treaties and Conventions for the protection of intellectual property in its various forms in every participating country, and all applications for patents (including related rights such as utility-model registrations, inventor's certificates, and the like) heretofore or hereafter filed for said improvements in any foreign countries, and all patents (including all continuations, divisions, extensions, renewals, substitutes, and reissues thereof) granted for said improvements in any foreign countries; and I hereby authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said improvements to ASSIGNEE in accordance with the terms of this Assignment;

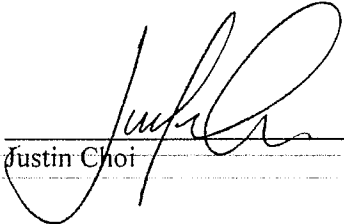
AND I HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith;

AND I HEREBY further covenant and agree that I will communicate to ASSIGNEE any facts known to me respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute and reissue applications, make all rightful oaths and generally do everything possible to aid ASSIGNEE to obtain and enforce proper patent protection for said improvements in all countries.

ASSIGNMENT
Docket No. 60147/C1068

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IN TESTIMONY WHEREOF, I hereunto set my hand this 5 day of APRIL,
2012.

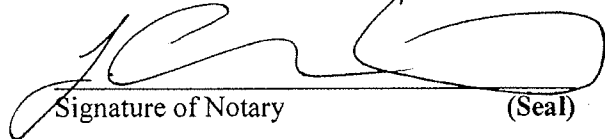

Justin Choi

STATE OF CALIFORNIA)
COUNTY OF SANTA CLARA)

On April 5, 2013 before me, J. Chandler Werline,
Notary Public, personally appeared **Justin Choi**, who proved to me on the basis of satisfactory
evidence to be the person whose name is subscribed to the within instrument and acknowledged
to me that he executed the same in his authorized capacity, and that by his signature on the
instrument the person, or the entity upon behalf of which the person 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 of Notary (Seal)

SAH/srd

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