

## PATENT ASSIGNMENT

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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>Wendell Lansford</td> <td>05/27/2013</td> </tr> <tr> <td>Prakash Mishra</td> <td>05/15/2013</td> </tr> </tbody> </table>		Name	Execution Date	Wendell Lansford	05/27/2013	Prakash Mishra	05/15/2013						
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<table border="1"> <tr> <td>Name:</td> <td>Offerpop Corporation</td> </tr> <tr> <td>Street Address:</td> <td>36 East 31st Street</td> </tr> <tr> <td>Internal Address:</td> <td>8th Floor</td> </tr> <tr> <td>City:</td> <td>New York</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10016</td> </tr> </table>		Name:	Offerpop Corporation	Street Address:	36 East 31st Street	Internal Address:	8th Floor	City:	New York	State/Country:	NEW YORK	Postal Code:	10016
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
Fax Number:	9783189060												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
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ATTORNEY DOCKET NUMBER:	P0008-1007												
NAME OF SUBMITTER:	Robert Plotkin, Esq.												
Signature:	/Robert Plotkin, Reg#43861/												
Date:	06/13/2013												

OP \$40.00 13871282

**Total Attachments: 5**

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# Assignment of Patent Application

## 1. Patent Application

Title: Category Manager for Social Network Content  
Attorney Docket Number: P0008-1007  
Application Number: 13/871,282  
Filing Date: 04/26/2013

## 2. Assignee

Name: Offerpop Corporation  
Address: 36 East 31st Street  
8th Floor  
City: New York  
State/Province: NY  
Postal Code: 10016  
Country: United States of America

## 3. Assignment

I/we, the undersigned Assignor(s), have agreed and hereby agree to assign to the Assignee, in exchange for good and valuable consideration and in furtherance of my/our obligations to the Assignee and its subsidiaries and affiliates, and do hereby assign and transfer to the Assignee, its successors and assigns, the entire right, title and interest, including the right of priority, in, to and under:

- the Patent Application;
- any patent application that claims domestic and/or foreign priority rights from the Patent Application, either directly or indirectly, such as but not limited to continuations, continuations-in-Part (CIPs), and divisionals of the Patent Application, and utility patent applications claiming the benefit of the Patent Application or converted from the Patent Application in the event that the Patent Application is a provisional patent application;

- any other patent application that describes and/or claims subject matter described and/or claimed in the Patent Application, whether or not the other patent application claims priority rights from the Patent Application;
- any Letters Patent, in any country, that is issued from any of the patent applications specified above, and any reissues, reexaminations, or extensions of such Letters Patent; and
- any invention described and/or claimed in any patent application and/or Letters Patent specified above, and any improvement thereto.

I/we additionally authorize the Assignee to file applications in my/our name for Letters Patent in any country, to be held and enjoyed by the Assignee, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by me/us had this Assignment, and transfer not been made.

I/we hereby covenant that I/we have full right to convey the entire interest herein assigned, and that I/we have not executed and will not execute any agreement in conflict herewith, and I/we further covenant and agree that I/we will, each time a request is made, and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said invention(s) or improvement(s), said application and said Letters Patent, to the Assignee, its successors, assigns, nominees or legal representatives, and I/we agree to communicate to the Assignee, or to its nominee, all known facts respecting said invention(s) or improvement(s), said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisionals, continuations, CIPs, reissue and foreign applications, to make all rightful oaths and declarations, and generally to do everything possible to aid the Assignee, its successors, assigns, nominees and legal representatives to obtain and enforce, for its or their own benefit, proper patent protection for said invention(s) or improvement(s) in any and all countries provided the expenses which may be incurred by me/us in lending such cooperation and assistance are paid by the Assignee.

I/we hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any country of countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue to the Assignee, as assignee of the entire right, title and interest, any and all Letters Patent for said invention(s) or improvement(s), including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this Assignment.

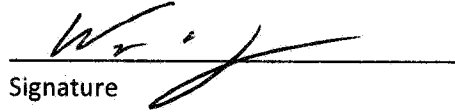
I/we further authorize and direct the attorney(s) of record to insert into this Assignment the serial number and filing date of the Patent Application as soon as the same shall have been made known by the United States Patent and Trademark Office.

4. Signature(s) of Assignor(s)

a. Assignor 1

Given Name (First and Middle): Wendell

Family (Last) Name: Lansford

  
Signature

5/27/13  
Date

Notary Block:

State of New York  
County of Queens

CARL ANTHONY CHINATOMBY  
Notary Public, State of New York  
No. 01CH8105547  
Qualified in Queens County  
Commission Expires Feb. 09, 2016

Before me this 27 day of May, 2013, personally appeared Wendell Lansford who is personally known or proved to me on the basis of satisfactory evidence to be the person who acknowledged the foregoing instrument of assignment to be his/her free act and deed.

  
Notary Public

February 9, 2016  
My Commission Expires

b. Assignor 2

Given Name (First and Middle): Prakash

Family (Last) Name: Mishra

  
Signature

5/15/13  
Date

Notary Block:

State of New York  
County of Queens

CARL ANTHONY CHINATOMBY  
Notary Public, State of New York  
No. 01CH8105547  
Qualified in Queens County  
Commission Expires Feb. 09, 2016

Before me this 15 day of May, 2013, personally appeared Prakash Mishra who is personally known or proved to me on the basis of satisfactory evidence to be the person who acknowledged the foregoing instrument of assignment to be his/her free act and deed.

  
Notary Public

February 9, 2016  
My Commission Expires

c. Assignor 3

Given Name (First and Middle): \_\_\_\_\_

Family (Last) Name: \_\_\_\_\_

\_\_\_\_\_  
Signature Date

Notary Block:

State of \_\_\_\_\_ )  
  )ss.

County of \_\_\_\_\_ )

Before me this \_\_\_\_ day of \_\_\_\_\_, personally appeared \_\_\_\_\_,  
who is personally known or proved to me on the basis of satisfactory evidence to be the  
person who acknowledged the foregoing instrument of assignment to be his/her free act  
and deed.

\_\_\_\_\_  
Notary Public My Commission Expires

d. Assignor 4

Given Name (First and Middle): \_\_\_\_\_

Family (Last) Name: \_\_\_\_\_

\_\_\_\_\_  
Signature Date

Notary Block:

State of \_\_\_\_\_ )  
  )ss.

County of \_\_\_\_\_ )

Before me this \_\_\_\_ day of \_\_\_\_\_, personally appeared \_\_\_\_\_,  
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\_\_\_\_\_  
Notary Public My Commission Expires

