

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Stephen John Zimmerman Jr.</td> <td>07/10/2013</td> </tr> <tr> <td>Jonathan Warden</td> <td>07/13/2013</td> </tr> </tbody> </table>		Name	Execution Date	Stephen John Zimmerman Jr.	07/10/2013	Jonathan Warden	07/13/2013				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>DataPop, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>5762 W. Jefferson Blvd.</td> </tr> <tr> <td>City:</td> <td>Los Angeles</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>90016</td> </tr> </table>		Name:	DataPop, Inc.	Street Address:	5762 W. Jefferson Blvd.	City:	Los Angeles	State/Country:	CALIFORNIA	Postal Code:	90016
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CORRESPONDENCE DATA											
<p>Fax Number:</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: pair@kppb.com</p> <p>Correspondent Name: KPPB LLP</p> <p>Address Line 1: 2400 E. Katella</p> <p>Address Line 2: Suite 1050</p> <p>Address Line 4: Anaheim, CALIFORNIA 92806</p>											
ATTORNEY DOCKET NUMBER:	02025										
NAME OF SUBMITTER:	Trudi Thompson										
Signature:	/t/										
Date:	07/25/2013										

Total Attachments: 4

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ASSIGNMENT

WHEREAS, WE, Stephen John Zimmerman and Jonathan Warden, made certain new and useful inventions and improvements for which an application for Letters Patent of the United States entitled TAXONOMY BASED TARGETED SEARCH ADVERTISING was filed March 19, 2012 and having been assigned Application No. 13/424373;

WHEREAS, DataPop, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 5762 W. Jefferson Blvd, Los Angeles, CA 90016 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefore;

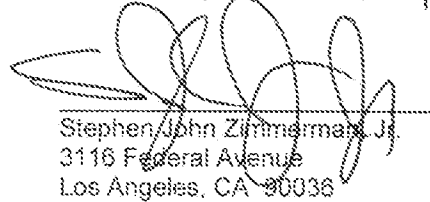
NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, I have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and I do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, I do hereby agree that I and my executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to me relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable

more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore, I covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by me and that full right to convey the same as herein expressed is possessed by me.

IN WITNESS WHEREOF, I have hereunto set my hand this 10 day of July, 2013.


Stephen John Zimmermann, Jr.
3116 Federal Avenue
Los Angeles, CA 90036

WITNESS: _____

Print name _____

IN WITNESS WHEREOF, I have hereunto set my hand this ____ day of _____, 2013.

Jonathan Warden
207 E. Ohio Street, #106
Chicago, IL 60611

WITNESS: _____

Print name _____

ASSIGNMENT

WHEREAS, WE, Stephen John Zimmerman and Jonathan Warden, made certain new and useful inventions and improvements for which an application for Letters Patent of the United States entitled TAXONOMY BASED TARGETED SEARCH ADVERTISING was filed March 19, 2012 and having been assigned Application No. 13/424373;

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NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, I have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and I do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, I do hereby agree that I and my executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to me relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable

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IN WITNESS WHEREOF, I have hereunto set my hand this ____ day of _____, 2013.

Stephen John Zimmerman, Jr.
3116 Federal Avenue
Los Angeles, CA 90036

WITNESS:_____

Print name_____

IN WITNESS WHEREOF, I have hereunto set my hand this 13 day of July, 2013.

Jonathan Warden
207 E. Ohio Street, #106
Chicago, IL 60611

WITNESS:_____

Print name_____
