

## PATENT ASSIGNMENT

Electronic Version v1.1  
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|                                                                                      |                       |
|--------------------------------------------------------------------------------------|-----------------------|
| SUBMISSION TYPE:                                                                     | NEW ASSIGNMENT        |
| NATURE OF CONVEYANCE:                                                                | ASSIGNMENT            |
| CONVEYING PARTY DATA                                                                 |                       |
| Name                                                                                 | Execution Date        |
| Laura J. Tapper                                                                      | 09/18/2013            |
| RECEIVING PARTY DATA                                                                 |                       |
| Name:                                                                                | Simply Social, LLC    |
| Street Address:                                                                      | 3305 Townsend Drive   |
| City:                                                                                | Dallas                |
| State/Country:                                                                       | TEXAS                 |
| Postal Code:                                                                         | 75229                 |
| PROPERTY NUMBERS Total: 4                                                            |                       |
| Property Type                                                                        | Number                |
| Application Number:                                                                  | 29437625              |
| Application Number:                                                                  | 29437626              |
| Application Number:                                                                  | 29467258              |
| Application Number:                                                                  | 29467260              |
| CORRESPONDENCE DATA                                                                  |                       |
| Fax Number:                                                                          |                       |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |
| Email:                                                                               | info@simplysocial.com |
| Correspondent Name:                                                                  | Laura J. Tapper       |
| Address Line 1:                                                                      | Simply Social, LLC    |
| Address Line 2:                                                                      | 3305 Townsend Drive   |
| Address Line 4:                                                                      | Dallas, TEXAS 75229   |
| NAME OF SUBMITTER:                                                                   | Laura J. Tapper       |
| Signature:                                                                           | /Laura J. Tapper/     |
| Date:                                                                                | 09/23/2013            |
| Total Attachments: 1<br>source=Assignment 09-18-13#page1.tif                         |                       |

OP \$160.00 29437625

## ASSIGNMENT OF PATENT APPLICATION

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, with an effective date of September 18, 2013, the undersigned does hereby:

SELL, ASSIGN AND TRANSFER to **SIMPLY SOCIAL, LLC** (the "Assignee"), having a place of business at **3305 Townsend Drive, Dallas, Texas 75229**, the entire right, title and interest for the United States and all foreign countries in and to any and all inventions, subject matter and improvements disclosed in the following patent applications:

| <u>Filing Date</u> | <u>Serial No.</u> |
|--------------------|-------------------|
| November 19, 2012  | 29/437,625        |
| November 19, 2012  | 29/437,626        |
| September 17, 2013 | 29/467,258        |
| September 17, 2013 | 29/467,260        |

(the "Inventions"), such applications and any and all divisional, continuing, substitute, renewal, reissue and other applications for patent which have been or shall be filed in the United States and all foreign countries based on the Inventions; all original, reissued and reexamined patents which have been or shall be issued in the United States and all foreign countries based on the Inventions; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such applications in the United States;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned:

COVENANT, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of the assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; and generally do everything possible which the Assignee shall consider desirable for vesting title to such improvements in the Assignee, and for securing, maintaining and enforcing proper patent protection for such improvements;

TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

WHEREFORE, I have hereunto signed my name on the day and year set forth below.

  
Inventor's Signature

9-18-13  
Date

Laura J. Tapper  
Inventor's Printed Name