

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>Rachel PAYNE</td> <td>09/08/2013</td> </tr> <tr> <td>Meghana BHATT</td> <td>09/18/2013</td> </tr> <tr> <td>Natasha MOHANTY</td> <td>09/12/2013</td> </tr> </tbody> </table>		Name	Execution Date	Rachel PAYNE	09/08/2013	Meghana BHATT	09/18/2013	Natasha MOHANTY	09/12/2013		
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>FEM, INC.</td> </tr> <tr> <td>Street Address:</td> <td>19 Blue Heron Lane</td> </tr> <tr> <td>City:</td> <td>Aliso Viejo</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>92656</td> </tr> </table>		Name:	FEM, INC.	Street Address:	19 Blue Heron Lane	City:	Aliso Viejo	State/Country:	CALIFORNIA	Postal Code:	92656
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PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13844125</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13844125						
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CORRESPONDENCE DATA											
Fax Number:	4152687522										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	4152686373										
Email:	vpoole@mofa.com										
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ATTORNEY DOCKET NUMBER:	69976200200										
NAME OF SUBMITTER:	Peter J. Yim										
Signature:	/Peter J. Yim/										

Date:

09/25/2013

Total Attachments: 4

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ASSIGNMENT

This assignment is by:

1. Rachel PAYNE
19 Blue Heron Lane
Aliso Viejo, California 92656
2. Meghana BHATT
19 Blue Heron Lane
Aliso Viejo, California 92656
3. Natasha MOHANTY
19 Blue Heron Lane
Aliso Viejo, California 92656

(referred to in this Assignment as "Assignors"), who reside at or have a mailing address as listed above.

This Assignment is to:

Assignee: FEM, INC.
Address: 19 Blue Heron Lane, Aliso Viejo, California 92656
A corporation duly organized under and pursuant to the laws of: Delaware

(referred to in this Assignment as "Assignee"), who desire to acquire the entire right, title and interest in said inventions and said application for letters patent of the United States, and in any United States or foreign, letters patent or patents, to be obtained therefor and thereon.

Assignors have invented certain new and useful inventions in:

MEDIA CONTENT DISCOVERY AND CHARACTER ORGANIZATION TECHNIQUES

for which the following application has been filed in the United States of America.

Serial No.: 13/844,125

Filing Date: March 15, 2013

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged,

1. Assignors hereby sell, assign, transfer and set over, to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions, application for letters patent, and any and all letters patent or patents in the United States of America and all foreign countries which may be granted therefor and thereon, and in and to any and all provisionals, divisions, continuations, continuations-in-part and substitutions of said application, or reissues, re-examinations or extensions of said letters patent or patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee (including any right to institute actions and to recover for past, present and future infringement), for its own use and the use of its successors, legal representatives and assigns, to the full end of the term or terms for which letters patent or patents may be granted, as fully and entirely as the same would have been held and enjoyed by Assignors, had this sale and assignment not been made.
2. Assignors represent, warrant and covenant that, at the time of execution and delivery of this agreement, Assignors are the sole and lawful owners of the entire right, title and interest in and to said inventions and said application for letters patent, and that the same are unencumbered and that Assignors have good and full right and lawful authority to sell and convey the same in the manner set forth in this agreement.

3. Assignors shall promptly sign and execute all papers and documents, take all lawful costs, and do all acts necessary, required or useful for the procurement, maintenance, enforcement, defense or otherwise to secure title therein to the Assignee, at the sole cost and expense of Assignee, its successors, legal representatives and assigns, in each case including, without limitation, arising from or relating to (a) said inventions, or said application for letters patent; (b) letters patent for said inventions in any country, including any reissue, re-examination or extension of or interference proceedings; or (c) any provisional, division, continuation, continuation-in-part, or substitution of any application for letters patent or any reissues, re-examinations, extensions or interference proceedings involving any letters patent, to be obtained thereon. To be clear, for purposes of this paragraph, "desirable" shall include, without limitation, any act necessary or useful in connection with United States laws and/or international conventions.

4. Assignors hereby authorize and request the Commissioner of Patents in the United States to issue the above mentioned letters patents of the United States to Assignee as the assignee of said inventions and the letters patent to be issued thereon for the sole use of Assignee, its successors, legal representatives and assigns.

5. "I hereby grant Assignee's attorney, all of Morrison & Foerster LLP, the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark office for recordation of this document, including the power to insert on this assignment the application number and filing date of said application when known."

In witness whereof, executed by the undersigned on (the date(s) opposite the undersigned name(s).

Date: 9/8/13

Signature: Rachel PAYNE

Date: _____

Signature: Meghana BHATT

Date: _____

Signature: Natesha MOHANTY

3. Assignors shall promptly sign and execute all papers and documents, take all lawful oaths, and do all acts necessary, required or useful for the procurement, maintenance, enforcement, defense or otherwise to secure title thereto to the Assignee, at the sole cost and expense of Assignee, its successors, legal representatives and assigns, in each case including, without limitation, arising from or relating to (a) said inventions, or said application for letters patent; (b) letters patent for said inventions in any country, including any reissue, re-examination or extension of or interference proceedings; or (c) any provisional, division, continuation, continuation-in-part, or substitutions of any application for letters patent or any reissues, re-examinations, extensions or interference proceedings involving any letters patent, to be obtained thereon. To be clear, for purposes of this paragraph, "desirable" shall include, without limitation, any act necessary or useful in connection with United States laws and/or international conventions.

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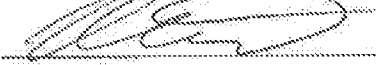
In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

Date: _____

Signature: _____

Rachel BAYNE

Date: 9/18/2013

Signature: 

Meghana BHATT

Date: _____

Signature: _____

Natasha MOHANTY

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In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

Date: _____

Signature: _____
Rachel PAYNE

Date: _____

Signature: _____
Moghana BHATT

Date: 9/12/2013

Signature: Natasha Mohanty
Natasha MOHANTY

cf-3268833