

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Linda Smith	09/20/2013
RECEIVING PARTY DATA	
Name:	FaceCake Marketing Technologies, Inc.
Street Address:	22287 Mulholland Highway, Suite 97
City:	Calabasas
State/Country:	CALIFORNIA
Postal Code:	91302
PROPERTY NUMBERS Total: 3	
Property Type	Number
Application Number:	61470481
Application Number:	13437915
PCT Number:	US2012031765
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	23528-033 (3256)
NAME OF SUBMITTER:	Sue M. Harryman
Signature:	/Sue M. Harryman/

CH \$120.00 61470481

Date:

09/27/2013

Total Attachments: 3

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ASSIGNMENT OF PATENT APPLICATIONS

WHEREAS, I, **Linda Smith** (hereinafter referred to as "ASSIGNOR"), have invented a certain invention entitled, "**Targeted Marketing System and Method,**" for which provisional application for Letters Patent of the United States of America was filed on **March 31, 2011**, and assigned Application No. **61/470,481**, and non-provisional application for Letters Patent of the United States of America was filed on **April 2, 2012**, and assigned Application No. **13/437,915**, and international application for patent under the Patent Cooperation Treaty was filed on **March 31, 2012**, and assigned Application No. **PCT/US2012/031765**.

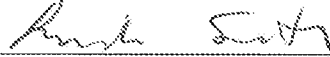
WHEREAS, **FaceCake Marketing Technologies, Inc.**, a corporation organized and existing under and by virtue of the laws of the state of **California** and having its place of business at **22287 Mulholland Highway, Suite 97, Calabasas, CA 91302**, (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the exclusive right, title and interest in, to and under said invention and in, to and under any Patent or similar legal protection to be obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers and sets over unto the said ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest to said invention and to all Letters Patents or applications or similar legal protection, not only in the United States and its territorial possessions, but in all countries foreign thereto to be obtained for said invention by said applications, and to any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in the United States or a foreign country for the full term or terms for which the same may be granted, including all priority rights under the International Convention; and ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents or any legal equivalent thereof, to issue patents to said ASSIGNEE, its successors and assigns, in accordance with this Assignment.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Agreement;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR, and that ASSIGNOR will testify as to the same in any interference or litigation related thereto, and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said applications, said invention and said Letters Patents and said equivalents in the United States or in any foreign country, which may be necessary or desirable to carry out the purposes thereof.

Executed this 20th day of September, 2013, at Calabasas, CA



Linda Smith for FaceCake
Marketing Technologies, Inc., ASSIGNEE

Executed this 20th day of September, 2013, at Calabasas, CA



Linda Smith, ASSIGNOR

ACKNOWLEDGMENT

State of California
County of Los Angeles

On this 20th day of September, 2013, before me, Adrine Keshishian
(insert name and title of notary)

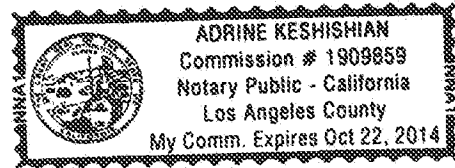
personally appeared Linda Smith, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in ^{her} authorized capacity, and that by ^{her} signature(s) on the instrument the person, and/or 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.

Adrine Keshishian
Notary Public

(Seal)



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