

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MICHAEL CRANER	06/27/2008
JOHN BAXTER	06/27/2008
RECEIVING PARTY DATA	
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Postal Code:	19087
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13940597
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ATTORNEY DOCKET NUMBER:	001449-0103-102INV
NAME OF SUBMITTER:	JOANNE RYAN
Signature:	/Joanne Ryan/
Date:	10/08/2013
Total Attachments: 2 source=001449-0103-102_parent_inventor_Assignment#page1.tif source=001449-0103-102_parent_inventor_Assignment#page2.tif	

CH \$40.00 13940597

A S S I G N M E N T

Whereas we, Michael Craner and John Baxter, residing respectively at 115 Rising Hill Lane, Chester Springs, Pennsylvania 19425 and 228 Manor Drive, Richboro, Pennsylvania 18954 have made an invention in:

SYSTEMS AND METHODS FOR RANKING ASSETS RELATIVE TO A GROUP
OF VIEWERS

and are about to make application for United States Letters Patent therefor, the same having been executed by us on even dates herewith; and

WHEREAS, GUIDeworks, LLC, a corporation organized and existing under the laws of the State of Delaware and having an office and place of business at 150 Radnor Chester Road, Suite 300C, Radnor, Pennsylvania 19087, is desirous of acquiring the entire interest in said invention, said United States patent application and in any Letters Patent which may issue thereon;

NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) to us paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we hereby sell, assign and transfer unto the said GUIDeworks, LLC, its successors, assigns and legal representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations and divisions thereof, and any substitute applications therefor, and any patents which may issue thereon, and any reissues of the same, and including the right to claim priority under the International Convention

based on said patent application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and we hereby authorize and request competent authorities to grant and issue any and all patents on said invention to the said GUIDEWORKS, LLC as the assignee of the entire interest therein; and we further agree to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

IN TESTIMONY WHEREOF, we have hereunto signed our names and affixed our seal on the dates indicated hereinafter.

6/27/08
Date

Michael J. Craner
Michael Craner

6/27/08
Date

John Baxter
John Baxter