

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2572409

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>GREG NEAL</td> <td>06/08/2006</td> </tr> <tr> <td>GLYNNE CASTEEL</td> <td>06/08/2006</td> </tr> <tr> <td>RON HILL</td> <td>06/08/2006</td> </tr> <tr> <td>BRUCE DROSTE</td> <td>06/08/2006</td> </tr> </tbody> </table>		Name	Execution Date	GREG NEAL	06/08/2006	GLYNNE CASTEEL	06/08/2006	RON HILL	06/08/2006	BRUCE DROSTE	06/08/2006
Name	Execution Date										
GREG NEAL	06/08/2006										
GLYNNE CASTEEL	06/08/2006										
RON HILL	06/08/2006										
BRUCE DROSTE	06/08/2006										
RECEIVING PARTY DATA											
Name:	TRUEFFECT, INC										
Street Address:	590 BURBANK STREET, SUITE 255										
City:	BROOMFIELD										
State/Country:	COLORADO										
Postal Code:	80020										
PROPERTY NUMBERS Total: 2											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13019158</td> </tr> <tr> <td>Application Number:</td> <td>14022794</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13019158	Application Number:	14022794				
Property Type	Number										
Application Number:	13019158										
Application Number:	14022794										
CORRESPONDENCE DATA											
Fax Number:	(720)362-5211										
Phone:	303-278-2516										
Email:	tosborne@hdciplaw.com										
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>											
Correspondent Name:	THOMAS J. OSBORNE, JR										
Address Line 1:	225 UNION BLVD., SUITE 150										
Address Line 2:	HAMILTON, DESANCTIS & CHA LLP										
Address Line 4:	LAKEWOOD, COLORADO 80228										
ATTORNEY DOCKET NUMBER:	167-005-CP1										
NAME OF SUBMITTER:	THOMAS J. OSBORNE, JR.										

PATENT

Signature:	/Thomas J. Osborne, Jr. #39796/
Date:	10/09/2013
Total Attachments: 3 source=167-005-USP_Assignment_executed#page1.tif source=167-005-USP_Assignment_executed#page2.tif source=167-005-USP_Assignment_executed#page3.tif	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial Number.....
Filing Date.....
Inventorship..... herewith
Applicant..... Greg Neal, et al.
Attorney's Docket No. TruEffect, Inc.
Title: First Party Advertisement Serving 167-005-USP

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Greg Neal
1694 Muirfield Lane
Evergreen, Colorado 80439
United States

Glynne Casteel
2631-A West 106th Loop
Westminster, Colorado 80234
United States

Ron Hill
92 East 14th Place
Broomfield, Colorado 80020
United States

Bruce Droste
1188 West 126th Court
Westminster, Colorado 80234
United States

Assignee:

TruEffect, Inc.
590 Burbank Street, Suite 255
Broomfield, Colorado 80020
United States

WHEREAS, Assignor(s) (listed above) are inventor(s) of certain new and useful inventions and improvements claimed and described in an application for Letters Patent of the United States entitled "First Party Advertisement Serving" and referenced above;

AND WHEREAS, Assignee, a corporation organized and existing under and by virtue of the laws of the State of Colorado, and having an office and place of business indicated above, is desirous of acquiring the entire right, title and interest in and to said inventions and improvements and in and to the applications, and in and to any letters patent to be obtained therefrom;

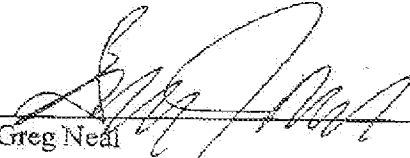
NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor(s) have sold, assigned, and transferred, and by these presents do sell, assign, and transfer unto said Assignee, its successors or assigns, the entire right, title, and interest in and to said inventions and improvements, said applications, and any and all letters patent which may be granted for said invention and improvements in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of Assignee and to claim priority rights deriving from said United States applications to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said inventions and improvements, applications and all letters patent on said invention and improvements to be held and enjoyed by Assignee and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by Assignor(s) had this assignment, transfer and sale not been made. Assignor(s) hereby authorize and request the Commissioner of Patents to issue all letters patent on said invention to Assignee;

AND, for the consideration aforesaid, Assignor(s) do hereby agree that each Assignor and his/her executors and legal representatives will make, execute, and deliver any and all other instruments and documents in writing including any and all further applications papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to me relating to said inventions and improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable to more effectually secure and vest in said Assignee, its successors or assignees the entire right, title and interest in and to the improvements, inventions, applications, letters patent,

rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be;

AND, furthermore, Assignor(s) 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 the Assignor(s) and that full right to convey the same as herein expressed is possessed by the Assignor(s).

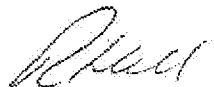
6/8/06
Date


Greg Neal

6/8/2006
Date

Glynnne Casteel
Glynnne Casteel

6/8/06
Date


Ron Hill

6/8/2006
Date

Bruce Droste
Bruce Droste