

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2579573

| 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>STEVE HANNA</td> <td>10/14/2013</td> </tr> <tr> <td>ANTHONY JOHN BETTINI</td> <td>10/14/2013</td> </tr> <tr> <td>KEVIN WATKINS</td> <td>10/14/2013</td> </tr> <tr> <td>MICHAEL PRICE</td> <td>10/14/2013</td> </tr> </tbody> </table> | | Name | Execution Date | STEVE HANNA | 10/14/2013 | ANTHONY JOHN BETTINI | 10/14/2013 | KEVIN WATKINS | 10/14/2013 | MICHAEL PRICE | 10/14/2013 |
| Name | Execution Date | | | | | | | | | | |
| STEVE HANNA | 10/14/2013 | | | | | | | | | | |
| ANTHONY JOHN BETTINI | 10/14/2013 | | | | | | | | | | |
| KEVIN WATKINS | 10/14/2013 | | | | | | | | | | |
| MICHAEL PRICE | 10/14/2013 | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | |
| Name: | APPTHORITY, INC. | | | | | | | | | | |
| Street Address: | 160 SPEAR STREET, SUITE 1650 | | | | | | | | | | |
| City: | SAN FRANCISCO | | | | | | | | | | |
| State/Country: | CALIFORNIA | | | | | | | | | | |
| Postal Code: | 94105 | | | | | | | | | | |
| 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>14055096</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 14055096 | | | | | | |
| Property Type | Number | | | | | | | | | | |
| Application Number: | 14055096 | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | |
| Fax Number: | (408)973-2595 | | | | | | | | | | |
| Phone: | 408-973-2585 | | | | | | | | | | |
| Email: | vpula@ip-patent.com | | | | | | | | | | |
| <i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i> | | | | | | | | | | | |
| Correspondent Name: | VAN PELT, YI & JAMES LLP | | | | | | | | | | |
| Address Line 1: | 10050 N. FOOTHILL BLVD. | | | | | | | | | | |
| Address Line 2: | SUITE 200 | | | | | | | | | | |
| Address Line 4: | CUPERTINO, CALIFORNIA 95014 | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | APPTP005 | | | | | | | | | | |
| NAME OF SUBMITTER: | MICHAEL J. SCHALLOP | | | | | | | | | | |

| | |
|---|-----------------------|
| Signature: | /Michael J. Schallop/ |
| Date: | 10/16/2013 |
| Total Attachments: 1 source=APPTP005 Executed Assignment#page1.tif | |

ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:

BRAND RECOGNITION AND PROTECTION IN MOBILE APPLICATIONS

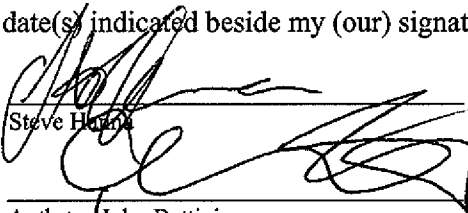
(Attorney Docket No. APPTP005) for which I (we) have executed an application for a United States Letters Patent (the "Application"):

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we the undersigned inventor(s) hereby:

- 1) Sell, assign, and transfer to Appthority, Inc., a Delaware corporation having a place of business at 160 Spear Street, Suite 1650, San Francisco, CA 94105, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) (including foreign applications) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application and/or in any provisional application to which the above referenced application claims priority.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

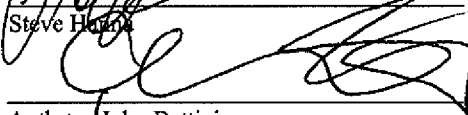
Signed on the date(s) indicated beside my (our) signature(s).

1) Signature:
Typed Name:


Steve Harris

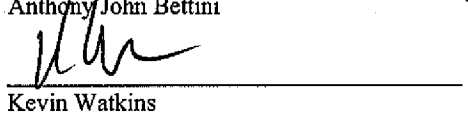
Date: 10/14/2013

2) Signature:
Typed Name:


Anthony John Bettini

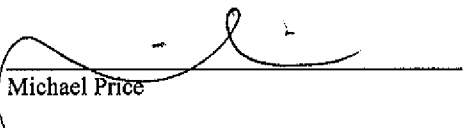
Date: 10/14/2013

3) Signature:
Typed Name:


Kevin Watkins

Date: 10/14/2013

4) Signature:
Typed Name:


Michael Price

Date: 10/14/2013