

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT2623575

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>PETER CASHMORE</td> <td>11/20/2013</td> </tr> <tr> <td>ROBYN PETERSON</td> <td>11/20/2013</td> </tr> <tr> <td>CHRIS HEALD</td> <td>11/20/2013</td> </tr> <tr> <td>DIMITRI DIMOULAKIS</td> <td>11/20/2013</td> </tr> <tr> <td>MARIO ANTONETTI</td> <td>11/20/2013</td> </tr> <tr> <td>KEVIN GISI</td> <td>11/20/2013</td> </tr> <tr> <td>DARREN TOME</td> <td>11/20/2013</td> </tr> <tr> <td>ADAM OSTROW</td> <td>11/20/2013</td> </tr> </tbody> </table>		Name	Execution Date	PETER CASHMORE	11/20/2013	ROBYN PETERSON	11/20/2013	CHRIS HEALD	11/20/2013	DIMITRI DIMOULAKIS	11/20/2013	MARIO ANTONETTI	11/20/2013	KEVIN GISI	11/20/2013	DARREN TOME	11/20/2013	ADAM OSTROW	11/20/2013
Name	Execution Date																		
PETER CASHMORE	11/20/2013																		
ROBYN PETERSON	11/20/2013																		
CHRIS HEALD	11/20/2013																		
DIMITRI DIMOULAKIS	11/20/2013																		
MARIO ANTONETTI	11/20/2013																		
KEVIN GISI	11/20/2013																		
DARREN TOME	11/20/2013																		
ADAM OSTROW	11/20/2013																		
RECEIVING PARTY DATA																			
<table border="1"> <tr> <td>Name:</td> <td>MASHABLE, INC.</td> </tr> <tr> <td>Street Address:</td> <td>304 PARK AVENUE SOUTH, 3RD FLOOR</td> </tr> <tr> <td>City:</td> <td>NEW YORK</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10010</td> </tr> </table>		Name:	MASHABLE, INC.	Street Address:	304 PARK AVENUE SOUTH, 3RD FLOOR	City:	NEW YORK	State/Country:	NEW YORK	Postal Code:	10010								
Name:	MASHABLE, INC.																		
Street Address:	304 PARK AVENUE SOUTH, 3RD FLOOR																		
City:	NEW YORK																		
State/Country:	NEW YORK																		
Postal Code:	10010																		
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>14086069</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	14086069														
Property Type	Number																		
Application Number:	14086069																		
CORRESPONDENCE DATA																			
Fax Number:	(202)787-5520																		
Phone:	(202) 787-5525																		
Email:	pto@morriskamlay.com																		
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>																			
Correspondent Name:	MORRIS & KAMLAY LLP																		
Address Line 1:	1150 18TH ST NW																		
Address Line 2:	SUITE 575																		
Address Line 4:	WASHINGTON, DISTRICT OF COLUMBIA 20036																		

OP \$40.00 14086069

ATTORNEY DOCKET NUMBER:	030570-000210US
NAME OF SUBMITTER:	LAURA R. DREMBUS
Signature:	/Laura R. Drembus/
Date:	11/21/2013
Total Attachments: 2 source=030570-000210US_Assignment#page1.tif source=030570-000210US_Assignment#page2.tif	

Docket No.: 030570-000210US

**ASSIGNMENT OF PATENT APPLICATION**

WHEREAS, each of the following:

**Peter Cashmore**, residing at , **New York, NY , US**; **Robyn Peterson**, residing at , **New Canaan, CT , US**; **Chris Heald**, residing at , **Gilbert, AZ , US**; **Dimitri Dimoulakis**, residing at , **New York, NY , US**; **Mario Antonetti**, residing at , **Manchester, NH , US**; **Kevin Gisi**, residing at , **New York, NY , US**; **Darren Tome**, residing at , **New York, NY , US**; **Adam Ostrow**, residing at , **New York, NY , US**;

hereinafter referred to as "Assignor," is an inventor of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention:           **Positioning Media to Go Viral**  
Filing Date:                November 21, 2013  
Application No.: 14/086,069   ; and

WHEREAS, **Mashable, Inc.**, a corporation located at **304 PARK AVENUE SOUTH, 3RD FLOOR, New York, NY 10010, US**, hereinafter referred to as "Assignee," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

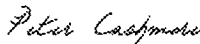
For good and valuable consideration, receipt of which is hereby acknowledged by each Assignor, each Assignor has assigned, and by these presents does assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, including any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by each and all Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Each Assignor further agrees that he/she will, without charge to each Assignor, and at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Each Assignor hereby authorizes and requests Morris & Kamlay LLP, 1150 18<sup>th</sup> St NW, Suite 575, Washington, DC 20036, to insert herein above the application number and filing date of said application when known.

IN TESTIMONY WHEREOF, Each Assignor has signed on the date indicated.

Dated: 11/20/2013

DocuSigned by:  
  
5608A38259EB412

**Peter Cashmore**

Docket No.: 030570-000210US

Dated: 11/20/2013

DocuSigned by:  
*Robyn Peterson*  
08R7415A442FA57

**Robyn Peterson**

Dated: 11/20/2013

DocuSigned by:  
*Christopher Heald*  
A2E4BEA31B20462

**Chris Heald**

Dated: 11/20/2013

DocuSigned by:  
*Dimitri Dimoulakis*  
56D04B6A184148A

**Dimitri Dimoulakis**

Dated: 11/20/2013

DocuSigned by:  
*Mario Antonetti*  
5E9D584F19DF4F4

**Mario Antonetti**

Dated: 11/20/2013

DocuSigned by:  
*Kevin Gisi*  
E127BF3F28434EA

**Kevin Gisi**

Dated: 11/20/2013

DocuSigned by:  
*Darren Tome*  
004A7B4G4F454AE

**Darren Tome**

Dated: 11/20/2013

DocuSigned by:  
*Adam Ostrow*  
18FF514B5EAE40D

**Adam Ostrow**