

PATENT ASSIGNMENT COVER SHEET

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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>STACY MARTINET</td> <td>11/20/2013</td> </tr> <tr> <td>ADAM OSTROW</td> <td>11/21/2013</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	STACY MARTINET	11/20/2013	ADAM OSTROW	11/21/2013
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<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										
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CORRESPONDENCE DATA																					
Fax Number:	(202)787-5520																				
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Email:	pto@morriskamlay.com																				
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>																					
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Address Line 4: WASHINGTON, DISTRICT OF COLUMBIA 20036	
ATTORNEY DOCKET NUMBER:	030570-000310US
NAME OF SUBMITTER:	LAURA R. DREMBUS
Signature:	/Laura R. Drembus/
Date:	11/21/2013
Total Attachments: 4 source=030570-000310US_Assignment#page1.tif source=030570-000310US_Assignment#page2.tif source=030570-000310US_Assignment-Adam#page1.tif source=030570-000310US_Assignment-Adam#page2.tif	

Docket No.: 030570-000310US

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**; **Stacy Martinet**, 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: **Messaging Media to Go Viral**
Filing Date: **November 21, 2013**
Application No.: **14/086,094** ; 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 18th 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:

8608A3829BEB412

Peter Cashmore

Docket No.: 030570-000310US

Dated: 11/20/2013

DocuSigned by:
Robyn Peterson
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Robyn Peterson

Dated: 11/20/2013

DocuSigned by:
Christopher Heald
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Chris Heald

Dated: 11/20/2013

DocuSigned by:
Dimitri Dimoulakis
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Dimitri Dimoulakis

Dated: 11/20/2013

DocuSigned by:
Mario Antonetti
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Mario Antonetti

Dated: 11/20/2013

DocuSigned by:
Kevin Gisi
F4778F3E28134FA

Kevin Gisi

Dated: 11/20/2013

DocuSigned by:
Darren Tome
004A7B4G4F454AE

Darren Tome

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DocuSigned by:
Stacy Martinet
F32C7691C685483

Stacy Martinet

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Dated: 11/21/13 - Ad

Adam Osirow