

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2633103

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>BEN HODGSON</td> <td>12/02/2013</td> </tr> <tr> <td>SIMON OVERELL</td> <td>12/02/2013</td> </tr> </tbody> </table>		Name	Execution Date	BEN HODGSON	12/02/2013	SIMON OVERELL	12/02/2013				
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BEN HODGSON	12/02/2013										
SIMON OVERELL	12/02/2013										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>SPIDERCUNCH LIMITED</td> </tr> <tr> <td>Street Address:</td> <td>HANOVER HOUSE, 14 HANOVER SQUARE</td> </tr> <tr> <td>City:</td> <td>LONDON</td> </tr> <tr> <td>State/Country:</td> <td>UNITED KINGDOM</td> </tr> <tr> <td>Postal Code:</td> <td>W1 1HP</td> </tr> </table>		Name:	SPIDERCUNCH LIMITED	Street Address:	HANOVER HOUSE, 14 HANOVER SQUARE	City:	LONDON	State/Country:	UNITED KINGDOM	Postal Code:	W1 1HP
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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>13698249</td> </tr> <tr> <td>Application Number:</td> <td>13855438</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13698249	Application Number:	13855438				
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Application Number:	13698249										
Application Number:	13855438										
CORRESPONDENCE DATA											
<p>Fax Number: (203)972-7627 Phone: 203-972-0006 Email: Martin@BMTPATENT.COM <i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i> Correspondent Name: BUCKLEY, MASCHOFF & TALWALKAR LLC Address Line 1: 50 LOCUST AVENUE Address Line 4: NEW CANAAN, CONNECTICUT 06840</p>											
ATTORNEY DOCKET NUMBER:	S35.003 AND S35.003X										
NAME OF SUBMITTER:	KURT M. MASCHOFF										
Signature:	/KMM/										
Date:	12/02/2013										
<p>Total Attachments: 3 source=MXL00442US-01 (S35 003) - New Assignment of Rights for Hodgson and Overell#page1.tif source=MXL00442US-01 (S35 003) - New Assignment of Rights for Hodgson and Overell#page2.tif source=MXL00442US-01 (S35 003) - New Assignment of Rights for Hodgson and Overell#page3.tif</p>											

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PATENT

ASSIGNMENT OF RIGHTS, TITLE AND INTEREST IN INVENTION

This is an Assignment of the following rights, title and interest: *(check all that apply)*

☒ United States of America rights, title and interest in the invention

☒ Foreign rights, title and interest in the invention

☒ The following United States Patent Application

United States Patent Application No.: 13/698,249

which was filed on: November 15, 2012

☐ United States Provisional Patent Application Serial No.:

☐ United States Patent No(s).:

☐ International (PCT) Patent Application Serial No.:

☐ Other *(specify)*:

TITLE OF THE INVENTION:

ADVERTISEMENTS IN VIEW

Inventors *(assignors)*

Name

Address

Ben Hodgson

Flat 11, 177 London Road, Kingston Upon Thames, KT2 6PA UK

Simon Overell

2 Wilton Road, Hitchin, UK SG5 1SS

Assignee

Name

Address

SpiderCrunch Limited

Hanover House, 14 Hanover Square, London, W1 1HP United Kingdom

Whereas, we, the above-identified Inventors, have invented certain new and useful improvements in the Invention identified above and described in the above-identified patent application(s) and/or patent(s) (hereinafter referred to as "Invention");

And, whereas we desire to assign our above-identified rights, title and interest in the Invention to the above-identified assignee;

Now, this indenture witnesseth, that for good and valuable consideration, the receipt whereof is hereby acknowledged;


We hereby assign, sell and transfer our above-identified rights, title and interest in said Invention, said application(s) as identified above, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted or have granted for said Invention, and in and to any and all reissues and reexaminations thereof, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;

And we hereby authorize and request the Commissioner of Patents and Trademarks to issue any United States Letters Patent which may issue for said Invention to said Assignee, as assignee of the whole right, title and interest thereto;

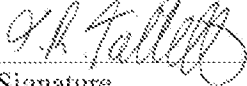
And we further authorize and request that our attorney, Kurt M. Maschoff, of Buckley, Maschoff & Talwalkar LLC, insert the filing date and application number of the above-referenced patent application when known;

And we further agree to sign and execute all necessary and lawful future documents, including applications for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid Invention, as the Assignee or its Designee(s) may from time to time require and prepare at its own expense.

Inventors' Signatures


Ben Hodgson: 

Date: 2 Dec 2013

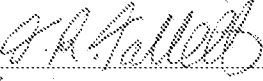
Witnessed by: 
Signature

Date: 2 Dec 2013

JOSEPH TALLETT
Printed Name of Witness

Simon Overell: 

Date: 2 Dec 2013

Witnessed by: 
Signature

Date: 2 Dec 2013

JOSEPH TALLETT
Printed Name of Witness