

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2714223

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT										
NATURE OF CONVEYANCE:	Corrective Assignment to correct the COMPANY NAME TO B.E. TECHNOLOGY, L.L.C, AND PLACE OF BUSINESS TO 116 WEST VIKING DRIVE, CORDOVA, TN 38018 previously recorded on Reel 023835 Frame 0363. Assignor(s) hereby confirms the ENTIRE RIGHTS AND INTEREST.										
CONVEYING PARTY DATA											
<table border="1"> <tr> <th>Name</th> <th>Execution Date</th> </tr> <tr> <td>MARTIN DAVID HOYLE</td> <td>01/22/2010</td> </tr> </table>		Name	Execution Date	MARTIN DAVID HOYLE	01/22/2010						
Name	Execution Date										
MARTIN DAVID HOYLE	01/22/2010										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>B.E. TECHNOLOGY, L.L.C.</td> </tr> <tr> <td>Street Address:</td> <td>116 WEST VIKING DRIVE</td> </tr> <tr> <td>City:</td> <td>CORDOVA</td> </tr> <tr> <td>State/Country:</td> <td>TENNESSEE</td> </tr> <tr> <td>Postal Code:</td> <td>38018</td> </tr> </table>		Name:	B.E. TECHNOLOGY, L.L.C.	Street Address:	116 WEST VIKING DRIVE	City:	CORDOVA	State/Country:	TENNESSEE	Postal Code:	38018
Name:	B.E. TECHNOLOGY, L.L.C.										
Street Address:	116 WEST VIKING DRIVE										
City:	CORDOVA										
State/Country:	TENNESSEE										
Postal Code:	38018										
PROPERTY NUMBERS Total: 1											
<table border="1"> <tr> <th>Property Type</th> <th>Number</th> </tr> <tr> <td>Application Number:</td> <td>12692290</td> </tr> </table>		Property Type	Number	Application Number:	12692290						
Property Type	Number										
Application Number:	12692290										
CORRESPONDENCE DATA											
Fax Number: (248)689-4071 Phone: 248-689-3500 Email: wilson@reising.com <i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i> Correspondent Name: JAMES D. STEVENS Address Line 1: P.O. BOX 4390 Address Line 4: TROY, MICHIGAN 48099-4390											
ATTORNEY DOCKET NUMBER:	5153-3001-10										
NAME OF SUBMITTER:	K. SUE WILSON										
Signature:	/K. Sue Wilson/										

Date:

02/05/2014

Total Attachments: 5

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TO:NOVAK DRUCE + QUIGG LLP COMPANY:555 MISSION STREET

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.101/22/2010
501073570

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Martin David Hoyle	01/22/2010
RECEIVING PARTY DATA	
Name:	B.E. Technologies, LLC
Street Address:	C/O Randall R. Rupp CPA, Rehmann Robson, 5800 Gratiot Suite 201
City:	Saginaw
State/Country:	MICHIGAN
Postal Code:	48638
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12692290
CORRESPONDENCE DATA	
Fax Number:	(415)814-6165
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	415-814-6161
Email:	amy.drury@novakdruce.com
Correspondent Name:	Novak Druce + Quigg LLP
Address Line 1:	555 Mission Street
Address Line 2:	34th Floor
Address Line 4:	San Francisco, CALIFORNIA 94105
ATTORNEY DOCKET NUMBER:	9583.002.APUS00
NAME OF SUBMITTER:	Tracy W. Druce
Total Attachments: 2 source=9583_002_APUS00_Ex_Assignment#page1.tif source=9583_002_APUS00_Ex_Assignment#page2.tif	

OP \$40.00 12692290

ASSIGNMENT
(SOLE)

HOYLE, Martin David (hereinafter referred to as the "Assignor") witness:

WHEREAS, said Assignor has invented certain new and useful improvements in:
METHOD OF REACTIVE TARGETED ADVERTISING, set forth in an application
for Letters Patent of the United States filed herewith.

B.E. Technology, L.L.C.

WHEREAS, ~~B.E. Technologies, LLC~~, a limited liability corporation duly
organized under and pursuant to the laws of the State of Delaware, and having a principal
place of business at ~~C/O Randall R. Rupp CPA, Rehmann Robson, 5800 Gratiot Suite 201,
Saginaw, MI 48638~~ (hereinafter referred to as the "Assignee"), is desirous of acquiring the
entire right, title and interest in and to said inventions and applications for Letters Patent
of the United States, and in and to any Letters Patent or Patents, United States or foreign,
to be obtained therefor and thereon:

116 West Viking Drive
Cordova, TN 38018

NOW, THEREFORE, for good and valuable consideration, the receipt and
adequacy of which is hereby acknowledged, said Assignor have sold, assigned, transferred
and set over, and by these presents do sell, assign, transfer and set over, unto said
Assignee, its successors, legal representatives and assigns, Assignor's interest in the entire
right, title and interest in and to the above-mentioned inventions, application for Letters
Patent, and any and all Letters Patent or Patents in the United States of America and all
foreign countries which may be granted therefor and thereon, and in and to any and all
divisions, continuations, and continuations-in-part of said application, or reissues,
reexaminations, or extensions of said Letters Patent or Patents, and all rights under the
International Convention for the Protection of Industrial Property, the same to be held and
enjoyed by said Assignee, for its own use and behalf and the use and behalf of its
successors, legal representatives and assigns, to the full end of the term or terms for which
Letters Patent or Patents may be granted, as fully and entirely as the same would have
been held and enjoyed by the Assignor, had this sale and assignment not been made; and

FOR THE SAME CONSIDERATION, said Assignor hereby covenant and agree
to and with said Assignee, its successors, legal representatives and assigns, that, at the
time of execution and delivery of these presents, said Assignor have made no assignment
or hypothecation or encumbrance in conflict with the sale, assignment, and transfer set
forth above; and

FOR THE SAME CONSIDERATION, said Assignor hereby covenant and agree
to and with said Assignee, its successors, legal representatives and assigns, that said
Assignor will, whenever counsel of said Assignee, or the counsel of its successors, legal
representatives and assigns, shall advise that any proceeding in connection with said
inventions, or said application for Letters Patent, or any proceeding in connection with
Letters Patent for said inventions in any country, including interference proceedings, is
lawful and desirable, or that any division, continuation or continuation-in-part of any
application for Letters Patent, or any reissue, reexamination or extension of any Letters
Patent, to be obtained thereon, is lawful and desirable, sign all papers and documents, take
all lawful oaths, make all declarations, and do all acts necessary or required to be done for
the procurement, improvement, maintenance, enforcement and defense of Letters Patent
for said inventions, without charge to said Assignee, its successors, legal representatives
and assigns, but at the cost and expense of said Assignee, its successors, legal
representatives and assigns.

IN WITNESS WHEREOF, said Assignor has set his hands on the date below
written.

Date: 1-22-10, 2010 Signature: Martin David Hoyle
Martin David HOYLE