

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2752715

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>JUSTIN YOO CHOI</td> <td>01/21/2014</td> </tr> <tr> <td>BRETT JOSEPH WESTPHAL</td> <td>01/21/2014</td> </tr> </tbody> </table>		Name	Execution Date	JUSTIN YOO CHOI	01/21/2014	BRETT JOSEPH WESTPHAL	01/21/2014
Name	Execution Date						
JUSTIN YOO CHOI	01/21/2014						
BRETT JOSEPH WESTPHAL	01/21/2014						
RECEIVING PARTY DATA							
Name:	NATIVO, INC.						
Street Address:	111 W. OCEAN BLVD., SUITE 1800						
City:	LONG BEACH						
State/Country:	CALIFORNIA						
Postal Code:	90802						
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>14133442</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	14133442		
Property Type	Number						
Application Number:	14133442						
CORRESPONDENCE DATA							
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ATTORNEY DOCKET NUMBER:	CIEDP004						
NAME OF SUBMITTER:	WILLIAM A. HECTOR						
Signature:	/William A. Hector/						
Date:	03/04/2014						
Total Attachments: 1 source=CIEDP004 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:

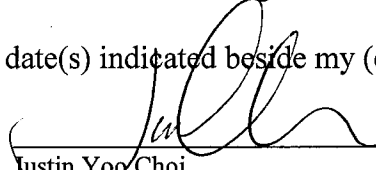
### NATIVE ONLINE AD CREATION

for which I (we) have executed an application for a United States Letters Patent which was filed in the U.S. Patent and Trademark Office on December 18, 2013, and which bears the Application No. 14/133,442 (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 Nativo, Inc., a California corporation having a place of business at 111 W. Ocean Blvd., Suite 1800, Long Beach, CA 90802, (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: Justin Yoo Choi

Date: Jan 21, 2014

2) Signature:   
Typed Name: Brett Joseph Westphal

Date: Jan 21, 2014