

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2753316

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| TACTARA, LLC | 12/23/2013 |
| RECEIVING PARTY DATA | |
| Name: | THAT IS, LLC |
| Street Address: | 561 KEYSTONE AVE, STE #822 |
| City: | RENO |
| State/Country: | NEVADA |
| Postal Code: | 89503 |
| PROPERTY NUMBERS Total: 10 | |
| Property Type | Number |
| Application Number: | 61030853 |
| Application Number: | 12175333 |
| Application Number: | 12503335 |
| PCT Number: | US0949107 |
| Application Number: | 12635463 |
| Application Number: | 13209178 |
| Application Number: | 13562624 |
| Application Number: | 12537454 |
| Application Number: | 12636097 |
| Application Number: | 12901996 |
| CORRESPONDENCE DATA | |
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| ATTORNEY DOCKET NUMBER: | 101718.0000 |
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| NAME OF SUBMITTER: | ROBERT D. FISH |
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| Signature: | /Robert D. Fish/ |
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| Date: | 03/05/2014 |
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Total Attachments: 3

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ASSIGNMENT

WHEREAS, Tactara, LLC, a limited liability company having its principal place of business at 624 South Grand Ave., #2900, Los Angeles, CA 90017 (referred to hereinafter as "ASSIGNOR") has obtained by way of assignment certain IP Assets as outlined in the attached IP Schedule; which together with related good will, experimental data, trade secret, and other know-how, copyright, maskworks, software code, and all other intellectual property of all kinds whatsoever (whether or not recorded with a government agency) is referred to hereinafter as the IP ASSETS;

WHEREAS, That Is, LLC, a limited liability company having its principal place of business at 561 Keystone Ave, Ste #822, Reno, NV 89503 (referred to hereinafter as "ASSIGNEE"), is desirous of acquiring the entire right, title, good will and interest in, to and under said IP Assets, and in, to and under Letters Patent or similar legal protection to be, or having been, obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers and sets over unto the ASSIGNEE, its successors and assigns the entire title, right and interest in and to the IP ASSETS, and to all Letters Patent or similar legal protection arising therefrom, not only in the United States and its territorial possessions, but in all countries foreign thereto to be obtained for said IP ASSETS by said application or any continuation, continuation-in-part, divisional, renewal, substitute, reissue or reexamination thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted, including all priority rights under any International Convention, and including all rights to sue for past infringement.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said INVENTION, including the patent application listed above, and any Letters Patent and legal equivalents in foreign countries issuing therefrom as may be known and accessible to ASSIGNOR, and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

ASSIGNOR and ASSIGNEE each covenant to perform all acts and execute and deliver all documents as may be necessary or appropriate to carry out the intent and purposes of this assignment.

This assignment embodies the entire understanding of ASSIGNOR and ASSIGNEE and supersedes and replaces any and all pre-existing assignments or understandings between ASSIGNOR and ASSIGNEE. No amendment or modification of this assignment shall be valid

or binding upon ASSIGNOR or ASSIGNEE unless made in writing and signed on behalf of each of ASSIGNOR and ASSIGNEE by their respective duly authorized representative.

ASSIGNOR acknowledges that ASSIGNEE may appoint any attorney or practitioner of ASSIGNEE'S choice to prosecute any application or other legal proceeding involving said invention and ASSIGNOR further acknowledges that any attorney or practitioner so appointed by ASSIGNEE does not represent ASSIGNOR and that such appointment by ASSIGNEE does not create any attorney-client relationship between ASSIGNOR and any attorney or practitioner appointed by ASSIGNEE, in this or in any PCT or other family applications.

EXECUTED at:

Los Angeles CA, this 23rd day of December, 2013
City, State Month

By: 
Crosby Haffner
Chief Executive Office
Tactara, LLC

IP Schedule

| Application No. | Filing Date | Title | Patent No. | Issue Date |
|------------------------|--------------------|-----------------------------------------|-------------------|-------------------|
| 61/030853 | 2008-02-22 | Virtual Content Server | | |
| 12/175333 | 2008-07-17 | Methods of Providing Published Content | 7594035 | 2009-08-27 |
| 12/503335 | 2009-07-15 | Virtual Content Server | 7653751 | 2010-01-26 |
| PCT/US09/49107 | 2009-07-29 | Methods of Providing Published Content | | |
| 12/635463 | 2009-12-10 | Methods of Providing Publishing Content | 8001275 | 2011-08-16 |
| 13/209178 | 2011-08-12 | Intermediary Content Provider | 8239576 | 2012-08-07 |
| 13/562624 | 2012-07-31 | Intermediary Content Provider | | |
| 12/537454 | 2009-08-07 | Alias Management Platforms | | |
| 12/636097 | 2009-12-11 | Alias Management Platforms and Methods | 7818455 | 2010-10-19 |
| 12/901996 | 2010-10-11 | Alias Management Platforms and Methods | | |