

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT2777016

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>MICHAEL LEVENS</td><td>03/20/2014</td></tr><tr><td>COLIN FABIG</td><td>03/20/2014</td></tr><tr><td>ARI KLINGER</td><td>03/20/2014</td></tr><tr><td>MATT CUDWORTH</td><td>03/20/2014</td></tr></tbody></table>	Name	Execution Date	MICHAEL LEVENS	03/20/2014	COLIN FABIG	03/20/2014	ARI KLINGER	03/20/2014	MATT CUDWORTH	03/20/2014	
Name	Execution Date										
MICHAEL LEVENS	03/20/2014										
COLIN FABIG	03/20/2014										
ARI KLINGER	03/20/2014										
MATT CUDWORTH	03/20/2014										
RECEIVING PARTY DATA											
Name:	HELPA RESEARCH INC										
Street Address:	LEVEL 1, 17-19 BRIDGE STREET										
City:	SYDNEY										
State/Country:	AUSTRALIA										
Postal Code:	2000										
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>14220322</td></tr></tbody></table>	Property Type	Number	Application Number:	14220322							
Property Type	Number										
Application Number:	14220322										
CORRESPONDENCE DATA											
Fax Number:	(650)305-3055										
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>											
Phone:	650-305-3050										
Email:	info@gardkaslow.com										
Correspondent Name:	GARD AND KASLOW LLP										
Address Line 1:	4 MAIN STREET, SUITE 120										
Address Line 4:	LOS ALTOS, CALIFORNIA 94022										
ATTORNEY DOCKET NUMBER:	PA1195US										
NAME OF SUBMITTER:	V. RANDALL GARD										
SIGNATURE:	/V. Randall Gard/										
DATE SIGNED:	03/20/2014										
Total Attachments: 3 source=PA1195US_Assignment#page1.tif source=PA1195US_Assignment#page2.tif source=PA1195US_Assignment#page3.tif											

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, we, the undersigned, **Michael Levens, Colin Fabig, Ari Klinger, and Matt Cudworth** do hereby sell, assign, and transfer to **Helpa Research Inc.**, a corporation with mailing address of **Level 1, 17-19 Bridge Street, Sydney, Australia 2000** ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to any and all improvements which are disclosed in the United States patent application filed herewith and entitled:

"PERSONALIZING COMMERCIAL CONTENT IN REQUESTED WEB PAGES"

and in and to said application and all utility, divisional, continuing, substitute, renewal, reissue, and all other patent applications which have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States patent application; and

Agree that said Assignee may apply for and receive patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said improvements and

the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives; and

Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Date: _____

Name: _____

Michael Levens

Date: _____

Name: _____

Colin Fabig

Date: _____

Name: _____

Ari Klinger

Date: _____

Name: _____

Matt Cudworth

the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives; and

Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.


Date: 20/3/14

Name: 
Michael Levens

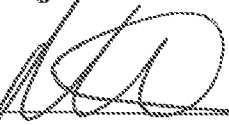
Date: 20/3/14

Name: 
Colin Fabig

Date: 20/3/14

Name: 
Art Klinger

Date: 20/3/14

Name: 
Matt Cudworth