

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2788105

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	PATRICK SEREX	11/30/2012
RECEIVING PARTY DATA		
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PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	14153928	
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NAME OF SUBMITTER:	PRISCILLA LAM	
SIGNATURE:	/Priscilla Lam/	
DATE SIGNED:	03/27/2014	
Total Attachments: 3		
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ASSIGNMENT BY INVENTOR

Patrick Serex, an individual (the "Assignor"), is the sole and exclusive owner of the PCT Patent Application and U.S. Patent Applications listed in *Schedule A*; and

GuessWhat LLC., a limited liability company, having its principal place of business at 3150 Porter Drive, Palo Alto, California 94304 (the "Assignee"), desires to acquire the entire right, title and interest in and to the Invention(s) and the Applications, and in and to any patents (collectively, "Patents") that may be granted for the Invention(s), in the United States or in any foreign countries.

For valuable consideration, the receipt and sufficiency of which Assignor acknowledges, Assignor hereby sells, assigns, and transfers to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to said Patents and Applications and the inventions covered thereby for all original, divisional, continuation, continuation-in-part, substitute or reissue applications and patents applied for or granted therefore in the United States of America and all other countries, including those found on the attached list of *Schedule A*.

The Commissioner of Patents and Trademarks is hereby authorized and requested to issue all Patents including those listed on *Schedule A* to said Assignee herein, as Assignee of the entire interest therein.

The undersigned for itself and its legal representatives, heirs and assigns does hereby agree and covenant without further remuneration, to execute and deliver all divisional, continuation, continuation-in-part, reissue and other applications for Letters Patent and all assignments thereof to said Assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said inventions listed on *Schedule A* whenever requested, to testify in any interferences or other legal proceedings in which said Applications or Patents may become involved, to sign all lawful papers, make all rightful oaths, and do generally everything reasonable or necessary to aid assignee, its successors, assigns and nominees to obtain, perfect, sustain, and/or enforce patent protection for said inventions in the United States of America and all other countries, the reasonable expenses of such actions and incident to said applications and patents listed on *Schedule A* to be borne and paid by said assignee.

Assignor agrees and covenants to never challenge validity or enforceability of said Applications and Patents. Assignor assigns and transfers to said Assignor any client-attorney privilege relevant to Applications or Patents which Assignor may possess and may be transferred.

IN WITNESS THEREOF, Assignor has caused this Assignment to be executed as of this 30th day of November 2012.

ASSIGNOR: PATRICK SEREX, an individual

Signature:



Date: November, 30th, 2012

SCHEDULE A

PCT Application

Patent No.	Country	Filing Date	Issue Date	Title
PCT/US2011/00017 3	PCT	01/27/11		METHOD AND SYSTEM FOR IMPROVED TRAFFIC SIGNAGE

Pending Patent Application

Application No.	Country	Filing Date	Issue Date	Title
12/696,844	US	01/29/11		METHOD AND SYSTEM FOR IMPROVED TRAFFIC SIGNAGE
13/617,032	US	09/14/12		

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