

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
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Property Type	Number	
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DATE SIGNED:	04/10/2014	
Total Attachments: 3		
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ASSIGNMENT OF PATENT RIGHTS

Nova T. Spivack, (the "Assignor") desires to assign his entire right, title and interest in and to the inventions described in the Applications as defined below, and listed in Schedule A, (collectively, the "Inventions") to Zambala LLLP, a Corporation of Delaware, having it's principal place of business at 1349 Galleria Drive, Suite 200, Henderson, Nevada 89014 ("Assignee"). Therefore, for valuable consideration, the receipt and sufficiency of which Assignor acknowledges, Assignor hereby sells, assigns, and transfers to Assignee, the full extent of his right, title, and interest in and to any and all of the following (collectively, the "Rights"):


- The Inventions and all rights in any country in the world with respect to the Inventions;
- United States patents and all letters patent, United States patents or other governmental grants or issuances that may be granted or issue with respect to the Inventions (the "Patents");
- United States patent applications and all divisionals, continuations, and continuations-in-part or other applications filed with respect to the Inventions and/or claiming priority rights from such applications and/or the Patents (the "Applications"); The Assignors authorize the Assignee, identified below, or its representatives to insert the application number and filing date of the Applications when known;
- All reissues, reexaminations, extensions or registrations of any and all of the Applications and the Patents;
- All non-United States patents, patent applications, and counterparts relating to the Inventions, the Applications, and the Patents including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances, and including the right to file foreign applications directly in the name of Assignee, its successors and assigns;
- The right to claim priority rights deriving from the Patents and/or Applications;
- All causes of action and remedies related to the Inventions, Applications, and Patents (including, without limitation, the right to sue for past, present or future infringement, provisional rights under 35 U.S.C. sec. 154, misappropriation or violation of rights related to the Inventions, Applications and Patents);
- All rights to collect royalties and other payments under or on account of any of the Inventions, Applications and Patents; and
- Any and all other rights and interests arising out of, in connection with, or in relation to the Inventions, Applications and Patents.

Assignor will not sign any writing or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives and assigns deem necessary or desirable to: perfect enjoyment of the Rights; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignor requests the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Rights in the name of Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives and assigns and will be binding upon Assignor, his successors, legal representatives and assigns.

ASSIGNOR:

Nova T. Spivack


By: Nova T. Spivack
Its: LTD. MANAGING PARTNER
Date: 4/22/13

STATE OF _____)
) ss.
COUNTY OF _____)

On _____, before me, _____, Notary Public in and for said State, personally appeared _____, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature _____

(Seal)

SCHEDULE A

Application No.	Filing Date	Patent No.	Issue Date	Title
US 61/640,856	May 1, 2012			Augmented Reality Marketplace
US 13/874,404	April 30, 2013			System and Method for Facilitating Transactions of a Physical Product or Real Life Service via an Augmented Reality Environment
PCT/US13/39123	May 1, 2013			System and Method for Facilitating Transactions of a Physical Product or Real Life Service via an Augmented Reality Environment
US 14/249,541	April 10, 2014			Facilitating Electronic Commercial Transactions In An Augmented Reality Environment