

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2826474

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
AMIT R. KAPUR	06/30/2011
STEVEN F. PEARMAN	06/30/2011
JAMES R. BENEDETTO	06/30/2011
RECEIVING PARTY DATA	
Name:	PROJECT ROVER, INC.
Street Address:	2525 MAIN STREET, SUITE 300
City:	SANTA MONICA
State/Country:	CALIFORNIA
Postal Code:	90405
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14085585
CORRESPONDENCE DATA	
Fax Number:	(202)450-5538
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	2028083550
Email:	tcoates@bookoffmcandrews.com
Correspondent Name:	BOOKOFF MCANDREWS, PLLC
Address Line 1:	2401 PENNSYLVANIA AVENUE NW
Address Line 2:	SUITE 450
Address Line 4:	WASHINGTON, DISTRICT OF COLUMBIA 20037
ATTORNEY DOCKET NUMBER:	00008-0068-02000
NAME OF SUBMITTER:	JAMES R. CARPENTER
SIGNATURE:	/James R. Carpenter/
DATE SIGNED:	04/23/2014
Total Attachments: 2	
source=Assignment#page1.tif	
source=Assignment#page2.tif	

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to Project Rover, Inc., a Delaware corporation, having a place of business at 2525 Main Street, Suite 300, Santa Monica, California, 90405, ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following provisional application filed under 35 U.S.C. § 111(b), non-provisional application filed under 35 U.S.C. § 111(a), international application filed according to the Patent Cooperation Treaty (PCT), or U.S. national phase application filed under 35 U.S.C. § 371 ("APPLICATION"):

SERIAL NUMBER	TITLE	FILING/ISSUE DATE
61/286,507	Conversational Lexicon Analyzer	December 15, 2009
12/968,194	Conversational Lexicon Analyzer	December 14, 2010
61/286,517	Interest Graphing, Intent Anticipation and Subsequent Event Mapping	December 15, 2009
12/968,251	Personalized Content Delivery System	December 14, 2010

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION;
(c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful

acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

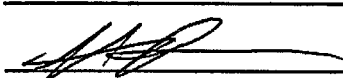
Name and Signature


AMIT RAVI KAPUR

Date of Signature

6/30, 2011

Name and Signature


STEVEN FREDERICK PEARMAN

Date of Signature

6/30, 2011

Name and Signature


JAMES ROBERT BENEDETTO

Date of Signature

6/30, 2011