

<b>PATENT ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3019410

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
ROBERT K. SPITZ	09/11/2014
TODD DOWNING	09/11/2014
CHRISTIAN BRIGGS	09/11/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	CINSAY, INC.
<b>Street Address:</b>	13355 NOEL ROAD
<b>Internal Address:</b>	4TH FLOOR
<b>City:</b>	DALLAS
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	75240
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14484047
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	927-628-3600
<b>Email:</b>	patents@munckwilson.com
<b>Correspondent Name:</b>	DOCKET CLERK
<b>Address Line 1:</b>	P.O. DRAWER 800889
<b>Address Line 4:</b>	DALLAS, TEXAS 75380
<b>ATTORNEY DOCKET NUMBER:</b>	CINS01-00243
<b>NAME OF SUBMITTER:</b>	DAVID M. DOYLE
<b>SIGNATURE:</b>	/David M. Doyle/
<b>DATE SIGNED:</b>	09/11/2014
<b>Total Attachments: 4</b>	
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ASSIGNMENT

WHEREAS, we, Robert K. Spltz, resident of Hillsborough, New Hampshire and citizen of the United States, Todd Downing, resident of Irving, Texas and citizen of the United States, and Christian Briggs, resident of Austin, Texas and citizen of the United States, have invented certain new and useful improvements in "DYNAMIC BINDING OF CONTENT TRANSACTIONAL ITEMS" disclosed in an application for United States Letters Patent (Application No. \_\_\_\_\_ filed on \_\_\_\_\_);

WHEREAS, CINSAY, INC., a corporation organized under the laws of the State of Nevada, having a place of business at 13155 Noel Road, 4<sup>th</sup> Floor, Dallas, Texas 75240 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring our entire right, title and interest in and to said invention and in and to said application and any Letters Patent that may issue thereon;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, we do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right, title and interest in and to said invention and in and to said application and all patents which may be granted therefor, and all divisions, reissues, continuations and extensions thereof that may be granted therefor; and we hereby authorize and request the Commissioner of Patents to issue all patents for said invention or patents resulting therefrom, insofar as our interest is concerned, to said ASSIGNEE of our entire right, title and interest.

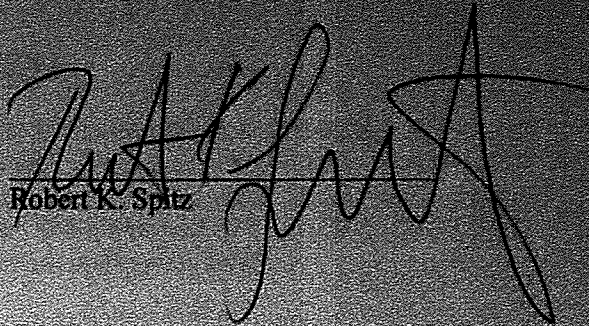
We also hereby sell and assign to said ASSIGNEE, its successors, assigns and legal representatives the full and exclusive rights, title and interest to the invention disclosed in said application throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said invention in its own name throughout the world including all rights of priority, all rights to publish cautionary notices reserving ownership of said invention and all rights to register said invention in appropriate registries; and we further agree to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such rights, title and interest in ASSIGNEE, its successors, assigns and legal representatives.

We hereby further agree that we will communicate to said ASSIGNEE, or to its successors, assigns and legal representatives, any facts known to us respecting any improvements; and, at the expense of said ASSIGNEE, to testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and substitute applications, make all lawful oaths, and generally do everything possible to vest title in said ASSIGNEE and to aid said ASSIGNEE, its successors, assigns and legal representatives to obtain and enforce proper protection for said invention in all countries.

RS



Date: 9/11/14

  
Robert K. Spitz

STATE OF \_\_\_\_\_

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COUNTY OF \_\_\_\_\_

On this \_\_\_\_\_ day of \_\_\_\_\_, 2014, before me, a Notary Public in and for the State and County aforesaid, personally appeared Robert K. Spitz, known to me to be the person named above who signed and sealed the foregoing instrument, and acknowledged the same to be his/her own free act and deed.

\_\_\_\_\_  
Notary Public, State of \_\_\_\_\_

My Commission Expires:  
\_\_\_\_\_

DOCKET NO. CINS01-00243

PATENT

Date: 9/11/14

Todd Downing  
Todd Downing

STATE OF \_\_\_\_\_

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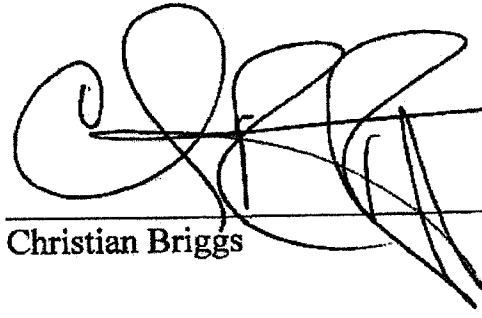
COUNTY OF \_\_\_\_\_

On this \_\_\_\_\_ day of \_\_\_\_\_, 2014, before me, a Notary Public in and for the State and County aforesaid, personally appeared Todd Downing, known to me to be the person named above who signed and sealed the foregoing instrument, and acknowledged the same to be his/her own free act and deed.

\_\_\_\_\_  
Notary Public, State of \_\_\_\_\_

My Commission Expires:  
\_\_\_\_\_

Date: 9.11.14

  
Christian Briggs

STATE OF \_\_\_\_\_

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COUNTY OF \_\_\_\_\_

On this \_\_\_\_\_ day of \_\_\_\_\_, 2014, before me, a Notary Public in and for the State and County aforesaid, personally appeared Christian Briggs, known to me to be the person named above who signed and sealed the foregoing instrument, and acknowledged the same to be his/her own free act and deed.

\_\_\_\_\_  
Notary Public, State of \_\_\_\_\_

My Commission Expires:  
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