

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
STUART BROWN	09/23/2014
KRISTEN COZAD	09/23/2014
<b>RECEIVING PARTY DATA</b>	
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<b>Street Address:</b>	46 W. GARZA ROAD
<b>City:</b>	CARMEL VALLEY
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	93924
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14494401
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<b>DATE SIGNED:</b>	09/23/2014
<b>Total Attachments: 2</b>	
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ASSIGNMENT

WHEREAS WE, Stuart Brown and Kristen Cozad both of Carmel Valley, CA USA have made a certain new and useful invention(s) as set forth in an application for United States Letters Patent, entitled SYSTEM AND METHODS FOR ADAPTING OPERATION OF A COMPUTING DEVICE BASED ON INTRINSIC MOTIVATORS, PLAY PROFILES AND PLAY PERSONALITIES, executed by us on the date of execution of this document, as shown below, and filed concurrently herewith;

AND WHEREAS, PlayNovation LLC, a corporation of California, having a business address of 46 W. Garza Road, Carmel Valley, CA 93924 USA, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, we do hereby sell, assign, transfer and set over unto PlayNovation LLC, its legal representatives, successors, and assigns ("Assignee"), the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, we hereby agree with the said Assignee that we will not execute any writing or do any act whatsoever conflicting with these presents, and that we will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and Assignee;

AND we request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

Date

9/23/14

Stuart Brown

9-23-14  
Date

  
Kristen Cozad