

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3243844

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JOSHUA DAVID BASS	02/26/2015
BENJAMIN HARRY ZISKIND	02/26/2015
SCOTT SEBASTIAN SAHADI	02/26/2015
RECEIVING PARTY DATA	
Name:	BLAZER AND FLIP FLOPS, INC. DBA THE EXPERIENCE ENGINE, INC.
Street Address:	4660 LA JOLLA VILLAGE DRIVE
Internal Address:	SUITE 360
City:	SAN DIEGO
State/Country:	CALIFORNIA
Postal Code:	92122
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14632884
CORRESPONDENCE DATA	
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<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>	
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Correspondent Name:	LEWIS ROCA ROTHGERBER LLP
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Address Line 4:	MENLO PARK, CALIFORNIA 94025
ATTORNEY DOCKET NUMBER:	TE2-002
NAME OF SUBMITTER:	CHERI HOULE
SIGNATURE:	/Cheri Houle/
DATE SIGNED:	02/26/2015
Total Attachments: 3	
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ASSIGNMENT

THIS ASSIGNMENT, by **Joshua David Bass, Benjamin Harry Ziskind and Scott Sebastian Sahadi** (hereinafter referred to as the Assignors), witnesses:

WHEREAS, said Assignors have invented certain new and useful improvements, which are described in United States patent application 14/632,884, entitled **Increasing Customer Monetization** and filed **February 26, 2015**;

WHEREAS **Blazer and Flip Flops, Inc. dba The Experience Engine, Inc.**, a body having corporate powers under the laws of **Delaware** and having a principal place of business at **4660 La Jolla Village Drive, Suite 360, San Diego, CA 92122** (hereinafter referred to as the Assignee), is desirous of obtaining the entire right, title and interest in and to said inventions and said applications for Letters Patent, and in and to any Letters Patent, United States or foreign, to be obtained therefore and thereon, and to any and all improvements which are disclosed in said applications for Letters Patent;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged:

1. The Assignors have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto said Assignee the entire right, title, and interest in, to, and under said inventions; said applications for Letters Patent; any Letters Patent which may be granted for said inventions in the United States of America and any foreign country; any division, continuation, and continuation-in-part of said applications; any reissue or extension of said Letters Patent; and all rights under the International Convention for the Protection of Industrial Property; said right, title, and interest to be held and enjoyed by said Assignee for its own use and behoove to the full end of the term for which Letters Patent may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignors, had this sale and assignment not been made.

2. Said Assignors hereby warrant and represent that, at the time of execution and delivery of these presents, said Assignors were the lawful owners of the entire right, title, and interest in and to said inventions and said applications for Letters Patent, and that the same had not entered into any assignment, contract or understanding in conflict herewith.

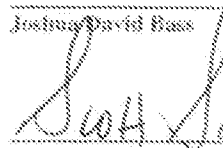
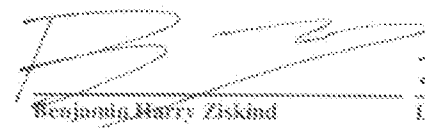
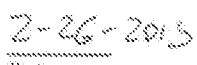
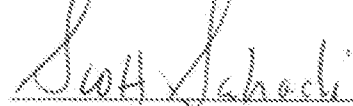
3. Said Assignors hereby covenant and agree to assist and cooperate with said Assignee, whereby said Assignee may enjoy to the fullest extent said right, title, and interest herein conveyed, provided, however, that the entire expense which may be incurred by said Assignors in lending such assistance and cooperation be paid by Assignee. Such cooperation shall include: (a) prompt execution of all papers (prepared at the expense of Assignee) that are deemed necessary or desirable by Assignee to perfect said right, title and interest herein conveyed, (b) prompt execution of all petitions, oaths, specifications, declarations and other papers (prepared at the expense of Assignee) that are deemed necessary or desirable by Assignee for filing or prosecuting in the United States or any foreign country said applications; any applications which are a division, continuation, or continuation-in-part of said applications, any reissue application for any Letters Patent granted on said applications, or for any interference proceeding involving said applications or Letters Patent granted thereon; and (c) prompt assistance and cooperation in the prosecution of all legal proceedings involving said inventions, said applications, or Letters Patent granted thereon, including oppositions, cancellation proceedings, priority contests, public use proceedings, and court actions.

4. The terms, covenants and conditions of this Assignment shall inure to the benefit of said Assignee, its successors, assigns, and/or other legal representatives, and shall be binding upon said Assignors, their heirs, legal representatives, and assigns.

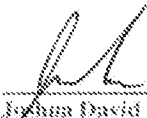
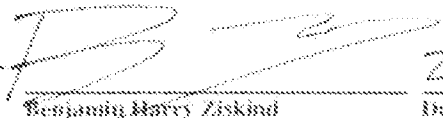
5. Said Assignors hereby request the Commissioner of Patents and Trademarks to issue said Letters Patent of the United States to said Assignee as the Assignee of said inventions.

6. Said Assignors hereby request that the attorneys and agents of **Lewis Roca Rothgerber LLP** insert the application number and filing date of the aforementioned application when such information is allocated by the United States Patent and Trademark Office.

IN WITNESS WHEREOF said Assignors have executed and delivered this instrument on the date noted below.

 _____ Joshua David Bass	_____ Date	 _____ Benjamin Maffry Ziskind	 _____ Date
 _____ Scott Sebastian Sabodi	 _____ Date		

IN WITNESS WHEREOF said Assignors have executed and delivered this instrument on the date noted below.

	
Joshua David Bass	Benjamin Harry Ziskind
2/26/2015	2-26-2015
Date	Date

_____	_____
Scott Sebastian Sahadi	Date