

PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT3264474

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
LUVOCRACY INC.	03/12/2015
RECEIVING PARTY DATA	
Name:	WAL-MART STORES, INC.
Street Address:	702 SW 8TH STREET
City:	BENTONVILLE
State/Country:	ARKANSAS
Postal Code:	72716
PROPERTY NUMBERS Total: 10	
Property Type	Number
Application Number:	13986606
Application Number:	13986607
Application Number:	13986608
Application Number:	13769181
Application Number:	13896310
Application Number:	13986612
Application Number:	13896318
Application Number:	13041714
Application Number:	13896292
Application Number:	61990575
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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ATTORNEY DOCKET NUMBER:	0353921

PATENT

NAME OF SUBMITTER:	JULIE A. ESLICK
SIGNATURE:	/Julie A. Eslick/
DATE SIGNED:	03/13/2015
Total Attachments: 5 source=Luvocracy Executed Assignment#page1.tif source=Luvocracy Executed Assignment#page2.tif source=Luvocracy Executed Assignment#page3.tif source=Luvocracy Executed Assignment#page4.tif source=Luvocracy Executed Assignment#page5.tif	

PATENT ASSIGNMENT

This Patent Assignment is effective as of July 29, 2014 by and between **LUVOCRACY INC.**, a Delaware corporation (the "*Company*"), and **WAL-MART STORES, INC.**, a Delaware corporation (the "*Buyer*").

WHEREAS, Company and Buyer entered into an Asset Purchase Agreement dated as of July 29, 2014 (the "*Asset Purchase Agreement*");

WHEREAS, Company is the owner of all rights in the Company's Patents (as defined in the Asset Purchase Agreement), which includes, but is not limited to, those Patents set forth on Exhibit A; and

WHEREAS, pursuant to the Asset Purchase Agreement, Company agreed to sell, assign and transfer all right, title and interest in and to the Patents.

NOW, THEREFORE, for good and valuable consideration paid by Buyer pursuant to the Asset Purchase Agreement, the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Company does hereby sell, assign, transfer, and convey unto Buyer, free and clear of all liens and encumbrances, all of Company's right, title, and interest throughout the world in and to the Patents, including the right to sue for past infringement, if any, and the (future) right to claim priority in and to said application, the inventions therein disclosed, and any improvements thereon, and in and to any and all Letters Patent which may be granted therefore in the United States and its territorial possession, in any and all foreign countries, including without limit all PCT contracting states, and in and to any and all divisions, continuations, substitutions, renewals, re-examination, extension and reissues thereof, and any other applications claiming priority thereto.

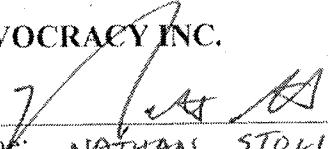
FURTHER, Company hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Buyer may deem necessary or desirable for securing to Buyer or for maintaining for Buyer the Patents hereby assigned.

[Signature Page to Follow]

IN WITNESS WHEREOF, this Patent Assignment has been executed and delivered as of the date first written above.

COMPANY:

LUVOCRACY INC.

By: 
Name: NATHAN STOLL
Title: CEO

BUYER:

WAL-MART STORES, INC.

By: _____
Name: _____
Title: _____

[Wal-Mart Stores, Inc. – Luvocracy Inc. – Patent Assignment]

IN WITNESS WHEREOF, this Patent Assignment has been executed and delivered as of the date first written above.

COMPANY:

BUYER:

LUVOCRACY INC.

WAL-MART STORES, INC.

By: _____

By: _____

Name: _____

Name: NEIL ASHE

Title: _____

Title: CHIEF EXECUTIVE OFFICER,
GLOBAL E-COMMERCE

[Wal-Mart Stores, Inc. – Luvocracy Inc. – Patent Assignment]

EXHIBIT A

Patents

Title of Invention: **Progressively Asking for Increasing Amounts of User and Network Data**

Application Number: 13/986,606

Filing Date: 2013-5-16

Inventors: Jan Magnus Stensmo, Andrew Holt, Nathan Stoll

Title of Invention: **Conversational Interfaces**

Application Number: 13/986,607

Filing Date: 2013-5-16

Inventors: Nathan Stoll, Jan Magnus Stensmo, Stuart Robinson

Title of Invention: **Universal Communications Infrastructure**

Application Number: 13/986,608

Filing Date: 2013-5-16

Inventors: Joseph Tyson, Nathan Stoll

Title of Invention: **Trust Graph**

Application Number: 13/769,181

Filing Date: 2013-2-15

Inventors: Nathan Stoll, Magnus Stensmo

Title of Invention: **Zero Click Commerce Systems**

Application Number: 13/896,310

Filing Date: 2013-5-16

Inventors: Nathan Stoll, Andrew Ellerhorst

Title of Invention: **Universal Consumption Service**

Application Number: 13/986,612

Filing Date: 2013-5-16

Inventors: Nathan Stoll, Andrew Ellerhorst

Title of Invention: **Reward Structures**

Application Number: 13/896,318

Filing Date: 2013-5-16

Inventors: Nathan Stoll, Andrew Holt, Andrew Ellerhorst, Melissa Crouse

Title of Invention: **System and Method for Social Network Based Referrals**

Application Number: 13/041714

Filing Date: 2013-5-16

Inventors: Nathan Stoll, Andrew Holt, Andrew Ellerhorst, Melissa Crouse, Jan Magnus Stensmo, Joseph Tyson, Stuart Robinson,

EXHIBIT A (CONTINUED)

Patents

Title of Invention: **Pre-establishing Purchasing Intent for Computer Based Commerce Systems**

Application Number: 13/896,292

Filing Date: 2013-5-16

Inventors: Nathan Stoll, Andrew Ellerhorst

Title of Invention: **Reply to a Recommendation**

Application Number: 61/990,575

Filing Date: 2013-5-16

Inventors: Nathan Stoll, Andrew Ellerhorst