

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
STEVE OLDRIDGE	03/16/2015
SA LI	03/16/2015
THOMAS S. LEVI	03/16/2015
RECEIVING PARTY DATA	
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Street Address:	#2500 - 555 WEST HASTINGS STREET
City:	VANCOUVER, BRITISH COLUMBIA
State/Country:	CANADA
Postal Code:	V6B 4N6
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14672749
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DATE SIGNED:	03/30/2015
Total Attachments: 5	
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ASSIGNMENT

WHEREAS, we, Steve Oldridge, Sa Li and Thomas Levi (hereinafter referred to as ASSIGNORS), all having a mailing address of #2500 – 555 West Hastings Street, Vancouver, British Columbia, Canada V6B 4N6, are the joint inventors of an invention entitled “SYSTEMS AND METHODS FOR TRAINING AND EMPLOYING A MACHINE LEARNING SYSTEM IN PROVIDING SERVICE LEVEL UPGRADE OFFERS,” as described and claimed in the specification for which an application for United States letters patent was filed on March 30, 2015, and assigned Application No. 14/672,749; which application claims the benefit of U.S. Provisional Application No. 61/974,129, filed on April 2, 2014

WHEREAS, PLENTYOFFISH MEDIA INC. (hereinafter referred to as ASSIGNEE), a corporation of Canada having a place of business at of #2500 – 555 West Hastings Street, Vancouver, British Columbia, Canada V6B 4N6, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE, the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions including any extensions or adjustments in term thereof and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, and including the right to sue and collect damages for past and present infringement of said letters patent; said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters

patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

Assignee's counsel is authorized to insert the official filing date and application number information when it becomes available.

MAR 16 2015

Date

Steve Oldridge

City of Vancouver)

Province of BC)

ss.

I certify that I know or have satisfactory evidence that Steve Oldridge is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated MAR 16 2015
Signature of _____
Notary Public _____
Printed Name David Watt

My appointment does not expire.

David Watt, Notary Public
1712 - 675 West Hastings Street
Vancouver, BC V6S 1H2
Tel: 604-681-7700 Fax: 604-681-7700
www.davidwatt.ca

MAR 16 2015

Date

Sa Li

City of Vancouver)

Province of BC)

ss.

I certify that I know or have satisfactory evidence that Sa Li is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated MAR 16 2015

Signature of
Notary Public

Printed Name

My appointment does not expire.

David Wells, Notary Public
1612 - 675 West Hastings Street
Vancouver, BC V6S 1Y2
Tel: 604 685 7786 Fax: 604 685 7786
Email: david@davidwells.ca

MAR 16 2015
Date _____
City of Vancouver)
Province of BC) ss.
Thomas S. Levi

I certify that I know or have satisfactory evidence that Thomas S. Levi is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.


Dated MAR 16 2015
Signature of _____
Notary Public _____
Printed Name David Watts

My appointment does not expire.

David Watts, Notary Public
1102 - 615 West Hastings Street
Vancouver, BC V6C 1H2
Tel: 604 681 7700 Fax: 604 681 7700
www.davidwatts.ca

PLENTYOFFISH MEDIA INC.

Date



(Signatory Signature) (Assignee)



(Assignee Signatory Name, Title)

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