

## 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>
MATTHEW MICHAEL FORD	04/22/2015
KEVIN JOHN GOSSCHALK	04/22/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	SWIPE ADS HOLDINGS PTY. LTD.
<b>Street Address:</b>	LEVEL 11, 110 MARY STREET
<b>City:</b>	BRISBANE, QUEENSLAND
<b>State/Country:</b>	AUSTRALIA
<b>Postal Code:</b>	4078
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14694123
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	968-0031US
<b>NAME OF SUBMITTER:</b>	BILLY C. ALLEN III
<b>SIGNATURE:</b>	/Billy C. Allen III/
<b>DATE SIGNED:</b>	04/23/2015
<b>Total Attachments: 2</b>	
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## ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Swipe Ads Holdings Pty. Ltd.**, having a place of business at **Level 11, 110 Mary Street, Brisbane, Queensland 4078, Australia** ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the application for United States Letters Patent entitled: **METHOD AND SYSTEM FOR INCORPORATING MARKETING IN USER AUTHENTICATION** ("APPLICATION"), which:

- ☒ is to be filed herewith  
☐ was filed on \_\_\_\_\_, now bearing U.S. Serial Number \_\_\_\_\_ and for which a Declaration was executed by INVENTOR on the date(s) below; and

The entire worldwide right, title, and interest in and to (a) the APPLICATION, including any right of priority; (b) any divisional, continuation, substitute, renewal, reissue, and other related applications thereto which have been or may be filed in the United States or elsewhere in the world; and (c) patents which may be granted on the applications set forth in (a) and (b) above.

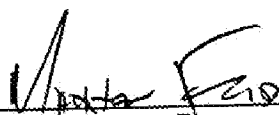
INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles, and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.


INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has made or will make hereafter no assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Executed this 22<sup>nd</sup> day of April, 2015.

  
\_\_\_\_\_  
MATTHEW MICHAEL FORD

Executed this 22<sup>nd</sup> day of April, 2015.

  
\_\_\_\_\_  
KEVIN JOHN GOSSCHALK