

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
NEIL JAMES CAPEL	06/30/2015
IAN BRADFORD WHITE	06/29/2015
RECEIVING PARTY DATA	
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Street Address:	160-170 VARICK STREET
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City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10013
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14683114
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ATTORNEY DOCKET NUMBER:	00435/004115-US0
NAME OF SUBMITTER:	JOEL J. FELBER
SIGNATURE:	/joel j. felber/
DATE SIGNED:	09/04/2015
Total Attachments: 2	
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ASSIGNMENT

I, Neil James Capel, a citizen of the United States of America, having a residence of 100 Jane Street, New York, NY 10014; and

I, Ian Bradford White, a citizen of the United States of America, having a residence of 135 North 11th Street, Brooklyn, NY 11211;

(hereinafter "ASSIGNORS") in consideration of the sum of Ten Dollars (\$10.00), or the equivalent thereof, and other good and valuable consideration, the sufficiency of which and receipt of which are hereby acknowledged, paid to ASSIGNORS by

Sailthru, Inc.

a Corporation having a place of business at 160-170 Varick Street, 12th Floor, New York, NY 10013 (hereinafter "ASSIGNEE"), do hereby sell and assign to said ASSIGNEE, its successors and assigns, the below indicated right, title, and interest, **throughout the world** in and to my Invention entitled:

**BEHAVIORAL TRACKING SYSTEM AND METHOD IN SUPPORT OF
HIGH-ENGAGEMENT COMMUNICATIONS**

invented by me and described in Patent Application No. 14/683,114, filed April 9, 2015, in the United States of America; and all patents, divisions, reissues, continuations and any extensions thereof and rights of priority therein, said interest being my entire ownership interest in the same, to be held and enjoyed by said ASSIGNEE, its successors, assigns, or other legal representatives, to the full end of the term thereof, as fully and entirely as the same would have been held and enjoyed by me if this assignment and sale had not been made, including all rights of Assignor to recover for past infringement thereof;

And for the consideration aforesaid, I hereby covenant and agree to and with said ASSIGNEE, its successors and assigns, that whenever ASSIGNEE, its counsel or representative, or the counsel or representative of its successors or assigns, shall advise that an amendment to, or a division of, or any other proceeding or action in connection with an application concerning said Invention, including interference proceedings, is lawful and

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desirable, or that a reissue or continuation or extension of such application or patent issuing therefrom is lawful and desirable, I will sign all papers and drawings, take all rightful oaths and affidavits, and do all acts necessary or required to be done for the procurement of all lawful rights associated with the Invention, or for the reissue or continuation or extension of the same, will do all acts necessary or required to secure in said ASSIGNEE, its successors or assigns, the title to and full benefit of all rights hereby assigned, without charge to said ASSIGNEE or its successors or assigns, but at its or their expense; and I hereby appoint every present or future officer of said ASSIGNEE as my agent to sign all such papers and to do all such necessary acts on my behalf, to the fullest extent permitted by law;

And I hereby authorize and request the Commissioner of Patents and Trademarks and any other granting authority to issue any Letters Patent resulting from said Invention and application(s) concerning same to said ASSIGNEE.

This assignment shall have an effective date corresponding to the last date of execution.

I declare under penalty of perjury under the laws of the United States of America, and under penalty of the laws of any other jurisdiction before which this document may be presented, that I have signed this document as my own free act and that all of the foregoing is true and correct.

Dated: 6/30/2015


Neil James Capek, Inventor

Dated: 6/29/15


Ian Bradford White, Inventor