

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3527218

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
GERRIT NIEMEIJER	06/17/2013
CLAUDIO MARCUS	06/17/2013
RECEIVING PARTY DATA	
Name:	VISIBLE WORLD, INC.
Street Address:	460 WEST 34TH STREET
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10001
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13947218
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ATTORNEY DOCKET NUMBER:	140111.16101
NAME OF SUBMITTER:	GEORGE S. HAIGHT, IV
SIGNATURE:	/George S. Haight, IV/
DATE SIGNED:	09/15/2015
Total Attachments: 3	
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A S S I G N M E N T

WHEREAS, Gerrit Niemeijer and Claudio Marcus (hereinafter the "Assignors") have made a certain new and useful invention as set forth and disclosed in application for United States Letters Patent, entitled "SYSTEMS AND METHODS FOR TRACKING AND OPTIMIZING PROGRAM PROMOTION" filed July 20, 2012 and accorded Serial No. 61/674,025 (hereinafter the "Invention");

WHEREAS, Visible World, Inc., having an address of 460 West 34th Street, New York, NY 10001 (hereinafter referred to "Assignee"), is desirous of acquiring the entire right, title and interest in and to said Invention and in and to any and all Letters Patent of the United States and foreign countries that may be obtained therefor; and

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, Assignors do hereby sell, assign, transfer and set over unto Assignee, its legal representatives, successors, and assigns, the entire right, title and interest in and to said Invention as set forth in the above-mentioned applications, continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention.

UPON SAID CONSIDERATION, Assignors shall not execute any writing or do any act whatsoever conflicting with the terms and conditions of this Assignment, and that Assignors will, at any time upon request, without further or additional consideration, but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for or obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said Invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any and all proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind and inure to the benefit of the assigns and legal representatives of Assignors and Assignee.

The undersigned hereby grants the firm of PEPPER HAMILTON LLP the power to insert on this Assignment any further identification, including the application number and filing date, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

AND we request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States that may be issued for said Invention to said Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the Invention covered thereby.

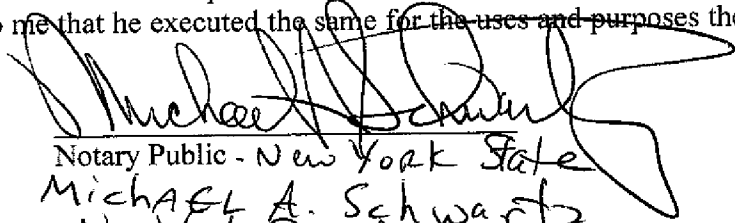
Date: June 17, 2013

By: 
Name: Gerrit Niemeijer

STATE OF New York)
COUNTY OF New York) SS:

On this 17th day of June, 2013, before me personally appeared Gerrit Niemeijer, to me known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.

SEAL


Notary Public - New York State

Michael A. Schwartz
New York County

Reg. No. 0284603353
Exp. 10/31/14

BUCKET NO. 14011.16100

Patent

Date: JUNE 7 2013

By: Claudio Marcus
Name: Claudio Marcus

STATE OF New Hampshire
COUNTY OF Merrimack ss:

On this 7th day of June, 2013, before me personally appeared Claudio Marcus, to me known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.

SEAL

Brenda L. Brown
Notary Public

