

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT	
EFFECTIVE DATE:	11/26/2009	
CONVEYING PARTY DATA		
	Name	Execution Date
	RAYMOND MCHALE	10/23/2015
RECEIVING PARTY DATA		
Name:	MARKETING BASED ASSETS INTERNATIONAL PTY LTD	
Street Address:	16 COLLAROY ROAD	
City:	WOODBINE, NSW	
State/Country:	AUSTRALIA	
Postal Code:	2560	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Patent Number:	8200526
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ATTORNEY DOCKET NUMBER:	92916-799840	
NAME OF SUBMITTER:	DARIN J. GIBBY	
SIGNATURE:	/darin j gibby/	
DATE SIGNED:	10/25/2015	
Total Attachments: 2		
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NUNC PRO TUNC ASSIGNMENT

THIS NUNC PRO TUNC ASSIGNMENT is made between Raymond McHale of Australia (hereinafter referred to as the "ASSIGNOR"), as described and set forth in the below-identified Patent, and Marketing Based Assets International Pty Ltd of Australia (ASSIGNEE).

WHEREAS:

(A) The ASSIGNOR is the inventor of the inventions ("INVENTIONS") described in U.S. Patent No. 8,200,526, electronically filed on March 14, 2011, entitled "METHOD AND SYSTEM FOR COLLECTING STAKEHOLDER RELATIONSHIP DATA", and claiming priority to an application filed on February 26, 2009 (hereinafter referred to as the "PATENT");

(B) At the time the INVENTIONS were created, ASSIGNOR was (and currently is) a director of ASSIGNEE;

(C) Pursuant to an arrangement between ASSIGNOR, as a director of ASSIGNEE, and ASSIGNEE before the PATENT was filed, the parties agreed that ASSIGNEE would be entitled to the INVENTIONS and any other patents or other similar legal protection granted in respect of the INVENTIONS anywhere in the world (AGREEMENT);

(D) The parties now wish to confirm ASSIGNEE'S entitlement to the INVENTIONS, the PATENT and any other patents granted in respect of the INVENTIONS;

(E) For the avoidance of doubt, the parties hereto have agreed to execute this further Nunc Pro Tunc Assignment to confirm, supplement and, so far as relevant, to supplant the before-mentioned AGREEMENT in order to clearly reflect the inventions of the parties or the past and current ownership of the INVENTIONS and the PATENT.

NOW THIS DEED WITNESSETH as follows:

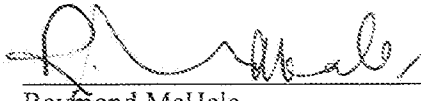
For good and valuable consideration, receipt of which is hereby acknowledged by ASSIGNOR, has assigned, and by these presents does assign to ASSIGNEE all right, title and interest in and to the INVENTIONS and the PATENT and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which have been granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by ASSIGNEE and ASSIGNEE'S successors and

assigns as fully and exclusively as it would have been held and enjoyed by ASSIGNOR had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

To the extent allowed by law, this Assignment is effective *nunc pro tunc* from February 26, 2009.

IN TESTIMONY WHEREOF, the ASSIGNEE has executed this Nunc Pro Tunc Assignment on the respective date indicated.

Date: 23/10/2015

By: 
Raymond McHale

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