

PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
STACY B. GRIGGS	11/06/2015
DAVID T. STADLER III	11/06/2015
RICHARD M. TEACHOUT III	11/06/2015
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State/Country:	KENTUCKY
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14936930
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NAME OF SUBMITTER:	SCOTT W. HIGDON
SIGNATURE:	/Scott W. Higdon/
DATE SIGNED:	11/12/2015
Total Attachments: 3	
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ASSIGNMENT

Stacy B. Griggs, of Shelbyville, Kentucky; **David T. Stadler, III**, of Louisville, Kentucky; and **Richard M. Teachout, III**, of Louisville, Kentucky; (collectively, the "Assignors") have invented, alone or in cooperation with others, certain improvements related to **Determining IP Addresses That are Associated with Physical Locations With New Occupants and Providing Advertisements Tailored to New Movers to One or More of Those IP Addresses**, (the "Invention"), which is disclosed in a utility patent application, (the "Application").

AND WHEREAS, **Ei Toro.Com, LLC**, a Delaware Limited Liability Company, whose post office address is 300 Distillery Commons, Suite 470, Louisville, Kentucky 40206 USA, together with any successors, legal representatives or assigns thereof, (the "Assignee"), desires to acquire the entire right, title, and interest in and to the Intellectual Property (defined below), and any United States and foreign patents to be obtained therefor;

NOW THEREFORE, the Assignors hereby assign, convey, and transfer unto Assignee, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the entire right, title, and interest in and to:

said Invention;

said Application, including any and all divisions, continuations, continuations-in-part, provisionals or non-provisionals claiming priority to or having any relationship to any of the aforesaid, reissues thereof, and reexaminations thereof;

any and all foreign and PCT applications claiming priority to any of the aforesaid;

any and all Letters Patent of the United States and all countries foreign thereto, which may be granted or have been granted for any of the aforesaid, and any and all reissues and reexaminations thereof;

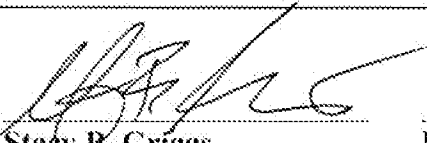
any and all priority rights, convention rights, and other benefits accruing or to accrue to the Assignors with respect to the filing of applications for patents or the securing of patents in the United States and countries foreign thereto; and

any and all rights to recover damages for past infringement of any and all said Letters Patent (collectively, all of the aforesaid the "Intellectual Property");

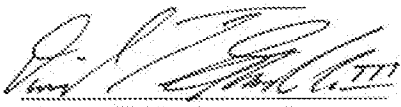
AND THE ASSIGNORS HEREBY AGREE to sign and execute all necessary and lawful future documents, including additional applications related to the Intellectual Property, and/or any applications for reissue or reexamination of any Letters Patent which may be granted for said Intellectual Property, which the Assignee may from time to time require and prepare at Assignee's expense;

AND THE ASSIGNORS HEREBY AUTHORIZE AND REQUEST the United States Patent and Trademark Office, and any offices of foreign countries whose duty it is to issue patents, to issue any Letters Patent granted upon said Application and for said Invention to Assignee.

ASSIGNOR:

		<u>11/6/15</u>
Stacy B. Griggs		Date
STATE OF <u>Kentucky</u>)	
)SS:	
COUNTY OF <u>Simps</u>)	
Subscribed, sworn, and acknowledged before me by the above-listed Assignor this		
_____ day of _____, 2015.		
My Commission expires _____		Notary Public (Signature) _____

ASSIGNOR:

		<u>11/6/2015</u>
David T. Stadler, III		Date
STATE OF <u>Kentucky</u>)	
)SS:	
COUNTY OF <u>Jefferson</u>)	
Subscribed, sworn, and acknowledged before me by the above-listed Assignor this		
_____ day of _____, 2015.		
My Commission expires _____		Notary Public (Signature) _____

