

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JAMES WARD BROWN JR.	02/15/2012
NICHOLAS JAMES ALEXANDER BLACK	02/15/2012
RECEIVING PARTY DATA	
Name:	CLOUDMADE LIMITED
Street Address:	823 SALISBURY HOUSE
Internal Address:	29 FINSBURY CIRCUS
City:	LONDON
State/Country:	UNITED KINGDOM
Postal Code:	EC2M 5QQ
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15090171
CORRESPONDENCE DATA	
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
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Correspondent Name:	TINA M. LESSANI
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Address Line 4:	HALF MOON BAY, CALIFORNIA 94019
ATTORNEY DOCKET NUMBER:	15039-01203US
NAME OF SUBMITTER:	TINA M. LESSANI
SIGNATURE:	/Tina M. Lessani/
DATE SIGNED:	04/04/2016
Total Attachments: 3	
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source=2012_03_01_15039-01111US_Assignment#page2.tif	
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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 **CloudMade Limited**, a UK corporation, having a place of business at 823 Salisbury House, 29 Finsbury Circus, London EC2M 5QQ ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the non-provisional application filed under 35 U.S.C. §111(a) and entitled "**SYSTEM AND METHOD FOR GENERATING A USER INTERFACE BY AUCTIONING SPACE ON THE USER INTERFACE TO SELF-DETERMINING, CONTENT-PROVIDING MODULES**" ("APPLICATION"), which:

is to be filed herewith

was filed on _____,

now bearing U.S. application number _____; and

2. The entire worldwide right, title, and interest in and to:
 (a) the APPLICATION; (b) all applications claiming priority from the APPLICATION;
 (c) all utility, 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; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), (c) and (d) above; and (e) all right of priority in the APPLICATION, together with all rights to recover damages for infringement of provisional rights.

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 not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.


INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that 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.

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.

Name and Signature

Date of
Signature

Date Declaration
Executed By This Person


James Ward Brown, Jr.

Feb 15, 2012

Feb 15, 2012

Dated: Feb 15, 2012

Witness Signature

Witness Name

Name and Signature

Date of
Signature

Date Declaration
Executed By This Person

Nicholas James Alexander Black

_____, 2012

_____, 2012

Dated: _____

Witness Signature

Witness Name

PATENT

Name and Signature _____

Date of
Signature

Date Declaration
Executed By This Person

James Ward Brown, Jr.

_____, 2012 _____, 2012

Dated: _____

Witness Signature

Witness Name

Name and Signature _____

Date of
Signature

Date Declaration
Executed By This Person

Nicholas James Alexander Black

15-FEB, 2012 15-FEB, 2012

Dated: _____

Witness Signature

Witness Name