

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3818023

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
PAUL ALLARD	03/15/2016
TOM LIACAS	03/09/2016
CÉDRIC DE SAINT LÉGER	03/03/2016
RECEIVING PARTY DATA	
Name:	ENGAGEMENT LABS INC. / LABORATOIRES ENGAGEMENT INC.
Street Address:	5605 DEGASPÉ
Internal Address:	SUITE 201
City:	MONTREAL, QC
State/Country:	CANADA
Postal Code:	H2T 2A4
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15091888
CORRESPONDENCE DATA	
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Correspondent Name:	MOORE & VAN ALLEN PLLC
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ATTORNEY DOCKET NUMBER:	038666-000102
NAME OF SUBMITTER:	MICHAEL G. JOHNSTON
SIGNATURE:	/michael g. johnston/
DATE SIGNED:	04/06/2016
Total Attachments: 6	
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UNIVERSAL ASSIGNMENT

WHEREAS we Paul Allard, Tom Liacas and Cédric de Saint Léger, whose full address are:

Paul Allard: 6594, 10e Avenue Montreal, QC H1Y 2H9 Canada;

Tom Liacas: 5230, 8e Avenue Montreal, QC H1Y 2L2 Canada;

Cédric de Saint Léger: 197 rue de Tolbiac Paris, 75013 France;

have invented certain new and useful improvements in an invention entitled "SYSTEM AND METHOD FOR MEASURING AND IMPROVING THE EFFICIENCY OF SOCIAL MEDIA CAMPAIGNS" for which a patent applications were filed as listed on Schedule A attached hereto.

AND WHEREAS, Engagement Labs Inc. / Laboratoires Engagement Inc., a corporation of QUEBEC, of 5605 DeGaspé Suite 201, Montréal, QC H2T 2A4 Canada, has acquired from us the whole right, title and interest for the United States of America, Canada and all other countries in and to the said invention and in and to any Letters Patent that may be obtained therefore, and in and to said applications.

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of all of which is hereby acknowledged, we, Paul Allard, Tom Liacas and Cédric de Saint Léger, by these presents confirm that we have sold, assigned and transferred and do hereby sell, assign and transfer unto the said Engagement Labs Inc. / Laboratoires Engagement Inc., the full and exclusive right to the said invention in the United States of America, Canada and all other countries and the entire right, title and interest in and to any and all Letters Patent which may be granted therefore, and the entire right, title and interest in and to said applications, and in and to any divisions, continuations, continuations--in--part and extensions of said applications, together with the right to claim the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property based on said patent applications, the right to take any legal action concerning the rights granted by any such patents or patent applications including the right to sue for any past or previous infringements.

We agree that we will without further consideration do all such things and execute all such documents as may be necessary or desirable to obtain and maintain patents for said invention and for additions and modifications thereto in any and all countries, and to vest title thereto in said assignee, its successors, assigns and legal representatives or nominees.

We hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to said Engagement Labs Inc. / Laboratoires Engagement Inc., the assignee of the entire right, title and interest in and to the same, for its sole use and benefit, and for the use and benefit of its successors and assigns, to the full end of the term for which Letters Patent may be granted as fully and entirely as the same would have been held by me had this assignment and sale not been made.

The undersigned hereby grants the firm of **Benoît & Côté Inc.** whose address is 1550, Metcalfe Street, Suite 800, Montreal, Quebec, Canada H3A 1X6, the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office or other Patent Offices in the world.

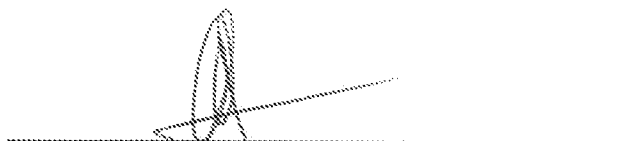
This assignment supersedes any previous assignments.

Les soussignés désirent que la présente cession soit en anglais. The undersigned requests that the present assignment be in English.

SIGNED this 15 day of MARCH, 2016, at MONTREAL



Paul Allard

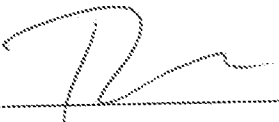


Signature of Witness

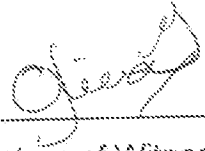
Name of Witness:

GILBERT B. MEX

SIGNED this 9th day of MARCH, 2016, at Manitoba



Tom Liacas



Signature of Witness

Name of Witness: Olivia Guiller Sotán

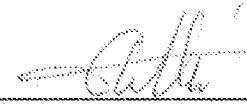
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SIGNED this 31 day of MARCH, 2016, at 197, rue de Tolbiac, PARIS



Cédric de Saint Léger



Signature of Witness

Name of Witness: Agathe Arbelo

SCHEDULE A

<u>Country</u>	<u>Serial Number</u>	<u>Filing Date</u>
United States	61/578,470	December 21, 2011
WIPO	PCT/CA2012/000665	July 10, 2012
Canada	2,881,780	July 10, 2012
Europe	12860108.5	July 10, 2012
Mexico	MX/a/2014/007025	July 10, 2012
United States	13/545,079	July 10, 2012
United States	14/722,361	July 10, 2012