

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3904314

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	LONGSAND LIMITED	10/21/2015
RECEIVING PARTY DATA		
Name:	AURASMA LIMITED	
Street Address:	CAIN ROAD, AMEN CORNER	
City:	BRACKNELL	
State/Country:	UNITED KINGDOM	
Postal Code:	RG12 1HN	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	15102159
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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Email:	ipa.mail@hp.com	
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Address Line 2:	INTELLECTUAL PROPERTY	
Address Line 4:	FORT COLLINS, COLORADO 80528	
ATTORNEY DOCKET NUMBER:	84492350	
NAME OF SUBMITTER:	HEATHER ELLIS	
SIGNATURE:	/Heather Ellis/	
DATE SIGNED:	06/06/2016	
Total Attachments: 9		
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PATENT ASSIGNMENT LONGSAND LIMITED TO AURASMA LIMITED

**PATENT ASSIGNMENT
FROM
Longsand Limited
TO
Aurasma Limited**

WHEREAS, **Longsand Limited**, a private limited company organized under the laws of England and Wales with an address at Autonomy House, Cambridge Business Park, Cowley Road, Cambridge, Cambridgeshire, CB4 0WZ, United Kingdom with registered number 04598955 (hereinafter referred to as "Assignor"), is the legal title holder of the patents and patent applications identified in the attached Schedule 1 (collectively referred to as "Assigned Patents and Patent Applications");

WHEREAS, **Aurasma Limited**, a private limited company organized under the laws of England and Wales whose registered office is at Cain Road, Amen Corner, Bracknell, RG12 1HN, United Kingdom with registered number 07873965 (hereinafter referred to as "Assignee") desires to acquire Assignor's entire right, title and interest, including the right of priority, in, to and under the Assigned Patents and Patent Applications; and

WHEREAS, Assignor and Assignee are parties to an Intellectual Property Assignment and Transfer Agreement effective upon 1st of August, 2015;

NOW THEREFORE, for good and valuable consideration, the adequacy of which is hereby acknowledged, Assignor and Assignee hereby establish this Patent Assignment effective upon 1st of August, 2015 (the "Effective Date") and agree as follows:

Assignor hereby assigns, transfers, conveys and delivers to Assignee the entirety of Assignor's right, title and interest, including without limitation the right of priority, in, to and under the Assigned Patents and Patent Applications, and any inventions and improvements set forth therein, and any and all continuations, continuations-in-part (C-I-P's), divisionals, and renewals of and substitutes for any of the Assigned Patents and Patent Applications, and any and all patents and patent applications of the United States and of foreign countries thereto that may be filed or granted thereon or therefor, and any reissues, or reexaminations, or extensions thereof and any goodwill of the business symbolized by the Assigned Patents and Patent Applications, and the registration thereof. Assignee shall have the right to sue, counterclaim and recover for past, present, and future

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infringement and collect any royalties to third parties, damages (including past damages), or other income relating to the Assigned Patents and Patent Applications.

In connection with the foregoing, Assignor hereby authorizes the respective patent office or governmental agency in each jurisdiction to record the transfer of the Assigned Patents and Patent Applications to Assignee as assignee of Assignor's right, title and interest therein, and to issue any and all patents or certificates of invention or equivalent which may be granted upon any of the Assigned Patents and Patent Applications in the name of Assignee, as the assignee to the entire interest therein.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their authorized representatives.

FOR LONGSAND LIMITED

By: [Signature]
Signature

Simon Brannstrom
Name

Director
Title

21 October 2015
Date

FOR AURASMA LIMITED

By: [Signature]
Signature

GEORGE BRASHER
Name

Managing Director
Title

16 October 2015
Date

PATENT ASSIGNMENT LONGSAND LIMITED TO AURASMA LIMITED

SCHEDULE 1

HP Record ID	Country	Application No.	Publication No.	Patent No.	Filing Date	Grant Date	Title
82965422	WO	PCT/US2012/024063	WO2012/109182		7-Feb-12		A SYSTEM TO AUGMENT A VISUAL DATA STREAM BASED ON A COMBINATION OF GEOGRAPHICAL AND VISUAL INFORMATION
82965425	WO	PCT/US2012/024068	WO2012/109186		7-Feb-12		A SYSTEM TO AUGMENT A VISUAL DATA STREAM WITH USER-SPECIFIC CONTENT
82965439	WO	PCT/US2012/024071	WO2012/109188		7-Feb-12		A SYSTEM FOR THE TAGGING AND AUGMENTATION OF GEOGRAPHICALLY-SPECIFIC LOCATIONS USING A VISUAL DATA STREAM
82965442	WO	PCT/US2012/024074	WO2012/109190		7-Feb-12		METHOD FOR SPATIALLY- ACCURATE LOCATION OF A DEVICE USING AUDIO-VISUAL INFORMATION
82979348	WO	PCT/US2012/033389	WO2012/142332		12-Apr-12		METHODS AND SYSTEMS FOR GENERATING AND JOINING SHARED EXPERIENCE
83099312	WO	PCT/EP2012/070893	WO2014/063724		22-Oct-12		Collaborative multi-user Augmented Reality
83099357	WO	PCT/EP2012/074856	WO2014/086435		7-Dec-12		MATCHING A FEATURE OF CAPTURED VISUAL DATA
83109489	WO	PCT/EP2012/070159			11-Oct-12		USING A PROBABILISTIC MODEL FOR DETECTING AN OBJECT IN VISUAL DATA

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HP Record ID	Country	Application No.	Publication No.	Patent No.	Filing Date	Grant Date	Title
83111514	WO	PCT/US2012/058265			1-Oct-12		METHODS AND SYSTEMS FOR A REMINDER SERVER USING VISUAL RECOGNITION
82948385	US	13/023463	20120200743	8488011	8-Feb-11	16-Jul-13	SYSTEM TO AUGMENT A VISUAL DATA STREAM BASED ON A COMBINATION OF GEOGRAPHICAL AND VISUAL INFORMATION
82948388	US	13/023495	20120203799	8392450	8-Feb-11	5-Mar-13	SYSTEM TO AUGMENT A VISUAL DATA STREAM WITH USER- SPECIFIC CONTENT
82948391	US	13/023500	20120201472		8-Feb-11		SYSTEM FOR THE TAGGING AND AUGMENTATION OF GEOGRAPHICALLY-SPECIFIC LOCATIONS USING A VISUAL DATA STREAM
82948394	US	13/023508	20120202514	8447329	8-Feb-11	21-May- 13	METHOD FOR SPATIALLY- ACCURATE LOCATION OF A DEVICE USING AUDIO-VISUAL INFORMATION
82948400	US	13/088358	20120263154	8493353	13-Apr-11	23-Jul-13	METHODS AND SYSTEMS FOR GENERATING AND JOINING SHARED EXPERIENCE
82948406	US	13/268256	20130088337		7-Oct-11		METHODS AND SYSTEMS FOR A REMINDER SERVER USING VISUAL RECOGNITION
82977563	US	13/468222		9066200	10-May- 12	23-Jun-15	USER-GENERATED CONTENT IN A VIRTUAL REALITY ENVIRONMENT

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HP Record ID	Country	Application No.	Publication No.	Patent No.	Filing Date	Grant Date	Title
82977583	US	13/468246			10-May-12		AN INTELLIGENT METHOD OF DETERMINING TRIGGER ITEMS IN AUGMENTED REALITY ENVIRONMENTS
82977599	US	13/468261		9064326	10-May-12	23-Jun-15	LOCAL CACHE OF AUGMENTED REALITY DATABASES STORED ON THE MOBILE COMPUTING DEVICE
83109481	US	13/632807	20140095497	8996551	1-Oct-12	31-Mar-15	MANAGING GEOGRAPHIC REGION INFORMATION
83111493	US	13/610791	20140071164	8933970	11-Sep-12	13-Jan-15	CONTROLLING AN AUGMENTED REALITY OBJECT
83138209	US	13/756432	20140212040		31-Jan-13		Document Alteration Based on Native Text Analysis and OCR
83180122	US	13/764503	20130159545		11-Feb-13		SYSTEM TO AUGMENT A VISUAL DATA STREAM WITH USER-SPECIFIC CONTENT
83268860	WO	PCT/EP2013/063559	WO2014/206475		27-Jun-13		AUGMENTED REALITY
83416078	US	13/940069	20130307873	8953054	11-Jul-13	10-Feb-15	SYSTEM TO AUGMENT A VISUAL DATA STREAM BASED ON A COMBINATION OF GEOGRAPHICAL AND VISUAL INFORMATION
83416653	US	13/947943	20130307874		22-Jul-13		METHODS AND SYSTEMS FOR GENERATING AND JOINING SHARED EXPERIENCE

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HP Record ID	Country	Application No.	Publication No.	Patent No.	Filing Date	Grant Date	Title
83425519	CN	201280008162.9	103635954		7-Feb-12		A SYSTEM TO AUGMENT A VISUAL DATA STREAM BASED ON A COMBINATION OF GEOGRAPHICAL AND VISUAL INFORMATION
83425522	EP	12744744.9	2673766		7-Feb-12		A SYSTEM TO AUGMENT A VISUAL DATA STREAM BASED ON A COMBINATION OF GEOGRAPHICAL AND VISUAL INFORMATION
83439052	CN	201280008140.2	103635953		7-Feb-12		A SYSTEM TO AUGMENT A VISUAL DATA STREAM WITH USER-SPECIFIC CONTENT
83439055	EP	12744896.7	2673767		7-Feb-12		A SYSTEM TO AUGMENT A VISUAL DATA STREAM WITH USER-SPECIFIC CONTENT
83439448	CN	201280008197.2	103502999		7-Feb-12		A SYSTEM FOR THE TAGGING AND AUGMENTATION OF GEOGRAPHICALLY-SPECIFIC LOCATIONS USING A VISUAL DATA STREAM
83439451	EP	12744551.8	2673737		7-Feb-12		A SYSTEM FOR THE TAGGING AND AUGMENTATION OF GEOGRAPHICALLY-SPECIFIC LOCATIONS USING A VISUAL DATA STREAM

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HP Record ID	Country	Application No.	Publication No.	Patent No.	Filing Date	Grant Date	Title
83440874	CN	201280008143.6	103621131		7-Feb-12		METHOD FOR SPATIALLY- ACCURATE LOCATION OF A DEVICE USING AUDIO-VISUAL INFORMATION
83440877	EP	12744791	2695415		7-Feb-12		METHOD FOR SPATIALLY- ACCURATE LOCATION OF A DEVICE USING AUDIO-VISUAL INFORMATION
83602846	WO	PCT/EP2013/075798			6-Dec-13		OCCUDING AUGMENTED REALITY OBJECTS
83700239	CN	201280023656.4	103781522		12-Apr-12		METHODS AND SYSTEMS FOR GENERATING AND JOINING SHARED EXPERIENCE
83700242	EP	12771605.8	2701818		12-Apr-12		METHODS AND SYSTEMS FOR GENERATING AND JOINING SHARED EXPERIENCE
83788535	US	14/253757	20140253743		15-Apr-14		USER-GENERATED CONTENT IN A VIRTUAL REALITY ENVIRONMENT
83788553	US	14/253791	20140225924		15-Apr-14		AN INTELLIGENT METHOD OF DETERMINING TRIGGER ITEMS IN AUGMENTED REALITY ENVIRONMENTS
83822453	WO	PCT/US2014/036219			30-Apr-14		An Augmented Gaming Platform
83822595	WO	PCT/EP2014/054403			6-Mar-14		CREATING AN ANIMATION OF AN IMAGE
83825634	WO	PCT/US2014/036108			30-Apr-14		Method for displaying example auras with no access to real-life trigger

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HP Record ID	Country	Application No.	Publication No.	Patent No.	Filing Date	Grant Date	Title
84030669	WO	PCT/US2014/057952			29-Sep-14		TARGETING CAMPAIGN IN AUGMENTED REALITY
84030954	WO	PCT/EP2014/070778			29-Sep-14		DISPLAY OF OVERLAYS AND EVENTS IN AUGMENTED REALITY USING GRAPH TRAVERSAL
84031199	WO	PCT/EP2014/070797			29-Sep-14		AUGMENTED REALITY CONSUMPTION DATA ANALYSIS
84033519	WO	PCT/EP2014/075997			28-Nov-14		Display Speed Reading Pattern
84033536	WO	PCT/EP2015/051862			29-Jan-15		PROVIDE AUGMENTED REALITY CONTENT
84213266	CN	201280077632.7			11-Oct-12		USING A PROBABILISTIC MODEL FOR DETECTING AN OBJECT IN VISUAL DATA
84213270	EP	12784483.5			11-Oct-12		USING A PROBABILISTIC MODEL FOR DETECTING AN OBJECT IN VISUAL DATA
84213274	US	14/434056			11-Oct-12		USING A PROBABILISTIC MODEL FOR DETECTING AN OBJECT IN VISUAL DATA
84217913	CN	201280077916.6			22-Oct-12		Collaborative multi-user Augmented Reality
84217917	EP	12791112.1			22-Oct-12		Collaborative multi-user Augmented Reality
84217921	US	14/437165			22-Oct-12		COLLABORATIVE AUGMENTED REALITY
84273836	CN	201280078175.3			7-Dec-12		MATCHING A FEATURE OF CAPTURED VISUAL DATA
84273840	EP	12808295.5			7-Dec-12		MATCHING A FEATURE OF CAPTURED VISUAL DATA

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HP Record ID	Country	Application No.	Publication No.	Patent No.	Filing Date	Grant Date	Title
84273844	US	14/649633			7-Dec-12		MATCHING A FEATURE OF CAPTURED VISUAL DATA
84366848	US	14/815767			31-Jul-15		METHODS AND SYSTEMS FOR GENERATING AND JOINING SHARED EXPERIENCE
84365742	US	14/871388			30-Sep-15		METHODS AND SYSTEMS FOR GENERATING AND JOINING SHARED EXPERIENCE
84366635	US	14/871474			30-Sep-15		METHODS AND SYSTEMS FOR A REMINDER SERVICE USING VISUAL RECOGNITION