

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MICHAEL J. SEERGY	07/05/2011
BENJAMIN N.S. BROWN	07/05/2011
RECEIVING PARTY DATA	
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Street Address:	77 BLOOMFIELD AVENUE
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State/Country:	NEW JERSEY
Postal Code:	07058
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15489280
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ATTORNEY DOCKET NUMBER:	0815637-00019
NAME OF SUBMITTER:	NOLAN R. HUBBARD
SIGNATURE:	/Nolan R. Hubbard/
DATE SIGNED:	04/18/2017
Total Attachments: 3	
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ASSIGNMENT

WHEREAS, We, Michael J. Seergy and Benjamin N.S. Brown have invented one or more inventions described in an application (or provisional application) for Letters Patent of the United States entitled:

**AUTOMOBILE TRANSACTION FACILITATION BASED ON CUSTOMER SELECTION OF A
SPECIFIC AUTOMOBILE**

and identified by

X Attorney Docket No. 0815637-00003, and/or executed by us on even date herewith and about to be filed in the United States Patent Office; and

☒ Application No. 13/176,525 filed in the United States Patent Office on July 5, 2011 (hereinafter "said application"); and

WHEREAS, SIDEKICK TECHNOLOGY LLC (hereinafter "ASSIGNEE"), a corporation organized and existing under the laws of the State of New Jersey, and having a usual place of business at 77 Bloomfield Avenue, Pine Brook, NJ 07058, desires to acquire an interest therein, in accordance with agreements duly entered into with us;

NOW, THEREFORE, to all whom it may concern be it known that for and in consideration of said agreements and of other good and valuable consideration, the receipt of which is hereby acknowledged, we have sold, assigned and transferred and by these presents do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns, and legal representatives, at least as early as the filing date of said application, our entire right, title and interest in and throughout the United States of America, its territories, and all foreign countries in and to the invention(s) described in said application, together with our entire right, title and interest in and to said application and such Letters Patent as may issue thereon or claim priority or benefit under United States law or international convention, including but not limited to international applications, nonprovisionals, continuations, divisionals, reissues, reexaminations, extensions, and substitutions of said application or such Letters Patent, and any right, title and interest we may have in provisional applications to which said application claims priority; said invention(s), applications and Letters Patent to be held and enjoyed by said ASSIGNEE for its own use and behalf and for its successors, assigns and legal representatives, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held by us had this assignment and sale not been made; we hereby convey all of our rights arising under or pursuant to any and all United States laws, foreign laws and international agreements, treaties or laws relating to the protection of industrial property by filing any such applications for Letters Patent, including but not limited to any cause(s) of action and damages accruing prior to this assignment. We hereby acknowledge that this assignment, being of our entire right, title and interest in and to said invention(s), carries with it the right in ASSIGNEE to apply for and obtain from the United States Patent and Trademark Office, and foreign Patent Offices, any and all Letters Patent by attorneys and agents of ASSIGNEE's selection and the right to procure the grant of all Letters Patent to ASSIGNEE in its own name as assignee of our entire right, title and interest therein;

AND, we hereby further agree for ourselves and our executors and administrators to execute upon request any other lawful documents and likewise to perform any other lawful acts which may be deemed necessary to secure fully the aforesaid invention(s) to said ASSIGNEE, its successors, assigns, and legal

representatives, but at its or their expense and charges, including the execution of nonprovisional, substitution, continuation, divisional, reissue or reexamination.

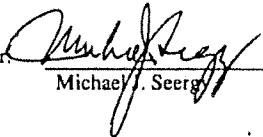
AND, we hereby further agree to provide statements or testimony in any interference or other proceeding in which said invention(s) or any application or patent directed thereto may be involved;

AND, we hereby authorize ASSIGNEE or its attorneys or agents to insert the correct application number and filing date into this assignment, if none is indicated on the date of our execution of this assignment;

AND, we hereby authorize and request the Director of the United States Patent and Trademark Office to issue such Letters Patent as shall be granted upon said application, or applications based thereon, to said ASSIGNEE, its successors, assigns, or legal representatives.

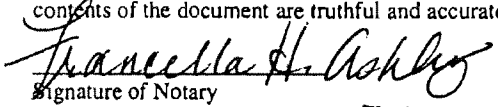
IN TESTIMONY WHEREOF, we have hereunto set our hands and affixed our seals on the date(s) set forth below.

Inventor


Michael J. Seergy

State of New York)
County of New York) ss

On this 5th day of July, 2011, before me, the undersigned Notary Public, personally appeared Michael J. Seergy, proved to me through satisfactory evidence of identification, which was/were NYU Student ID, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief.


Signature of Notary

(Seal)

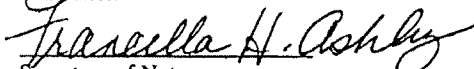
My Commission Expires: FRANCELLA H. ASHBY
Notary Public, State Of New York
No. 0TAS5053925
Qualified In New York County
Commission Expires Jan. 2, 2014

Inventor:


Benjamin N.S. Brown

State of New York)
County of New York) ss

On this 5th day of July, 2011, before me, the undersigned Notary Public, personally appeared Benjamin N.S. Brown, proved to me through satisfactory evidence of identification, which was/were NY State Driver License, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief.


Signature of Notary

(Seal)

My Commission Expires: FRANCELLA H. ASHBY
Notary Public, State Of New York
No. 01AS5053925
Qualified In New York County
Commission Expires Jan. 2, 20 14