

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4606945

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ZAMBALA, LLLP	09/18/2017
RECEIVING PARTY DATA	
Name:	AUGMENTED REALITY HOLDINGS, LLC
Street Address:	251 LITTLE FALLS DRIVE
City:	WILMINGTON
State/Country:	DELAWARE
Postal Code:	19808
PROPERTY NUMBERS Total: 15	
Property Type	Number
Application Number:	12473143
Application Number:	12473171
Application Number:	12473182
Application Number:	13631778
Application Number:	14826123
Application Number:	61640856
Application Number:	13874404
Application Number:	14249541
Application Number:	14755553
Application Number:	13874421
Application Number:	14939889
Application Number:	62011673
Application Number:	14738182
PCT Number:	US1339123
PCT Number:	US1035282
CORRESPONDENCE DATA	
Fax Number:	
<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>	
Phone:	(646) 770-2220

Email:	IP@Londonbridgeventures.com
Correspondent Name:	YENYUN FU
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Address Line 4:	LONDON, UNITED KINGDOM

ATTORNEY DOCKET NUMBER:	99000-8000
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NAME OF SUBMITTER:	YENYUN FU
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SIGNATURE:	/YENYUN FU/
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DATE SIGNED:	09/22/2017
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Total Attachments: 4

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ASSIGNMENT OF PATENT RIGHTS

Zambala, LLLP (the "**Assignor**") desires to assign their entire right, title and interest in and to the inventions described in the Applications (as defined below) and Patents (as defined below) (the "**Inventions**") to **Augmented Reality Holdings, LLC (No. 6542659), a Delaware Limited Liability Company** having its principal place of business at **251 Little Falls Drive, Wilmington, Delaware 19808, USA** ("**Assignee**").

Therefore, for valuable consideration, the receipt and sufficiency of which Assignors acknowledge, Assignors hereby sell, assign, and transfer to Assignee, the full extent of their right, title, and interest in and to any and all of the following (collectively, the "**Rights**"):

- The Inventions and all rights in any country in the world with respect to the Inventions;
- United States patent number _____ (issued _____) and all letters patent, United States patents or other governmental grants or issuances that may be granted or issue with respect to the Inventions (the "**Patents**");
- United States patent applications and all divisionals, continuations, and continuations-in-part or other applications filed with respect to the Inventions and/or claiming priority rights from such applications and/or the Patents (the "**Applications**");
- The Assignors authorize the Assignee, identified below, or its representatives to insert, in SCHEDULE A, the application number and filing date of the Applications when known
- All reissues, reexaminations, extensions or registrations of any and all of the Applications and the Patents;
- All non-United States patents, patent applications, and counterparts relating to the Inventions, the Applications, and the Patents including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances, and including the right to file foreign applications directly in the name of Assignee, its successors and assigns;
- The right to claim priority rights deriving from the Patents and/or Applications;
- All causes of action and remedies related to the Inventions, Applications, and Patents (including, without limitation, the right to sue for past, present or future infringement, provisional rights under 35 U.S.C. sec. 154, misappropriation or violation of rights related to the Inventions, Applications and Patents);
- All rights to collect royalties and other payments under or on account of any of the Inventions, Applications and Patents; and
- Any and all other rights and interests arising out of, in connection with, or in relation to the Inventions, Applications and Patents.

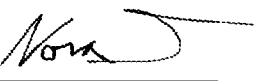
Assignors will not sign any writing or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives and assigns deem necessary or desirable to: perfect enjoyment of the Rights; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignors request the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Rights in the name of Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives and assigns and will be binding upon Assignors, their successors, legal representatives and assigns.

SCHEDULE A

Application No.	Filing Date	Patent No.	Issue Date	Title
12/473,143	May 27, 2009	8,745,494	June 3, 2014	System And Method For Control Of A Simulated Object That Is Associated With A Physical Location In The Real World Environment
12/473,171	May 27, 2009			System And Method For Facilitating User Interaction With A Simulated Object Associated With A Physical Location
12/473,182	May 27, 2009	8,303,387	November 6, 2012	System And Method Of Simulated Objects And Applications Thereof
13/631,778	September 28, 2012			Simulated Environments For Marketplaces, Gaming, Sporting Events, And Performance Events
14/826,123	August 13, 2015			System And Method For Facilitating User Interaction With A Simulated Object Associated With A Physical Location
61/640,856	May 1, 2012			Augmented Reality Marketplace
13/874,404	April 30, 2013			System And Method For Facilitating Transactions Of A Physical Product Or Real Life Service Via An Augmented Reality Environment
14/249,541	April 10, 2014	9,665,983	May 30, 2017	Facilitating Electronic Commercial Transactions In An Augmented Reality Environment
14/755,553	November 12, 2015			System And Method For Facilitating Transactions Of A Physical Product Or Real Life Service Via An Augmented Reality Environment
13/874,421	April 30, 2013			System And Method For Selecting Targets In An Augmented Reality Environment
14/939,889	November 12, 2015			System And Method For Selecting Targets In An Augmented Reality Environment
62/011,673	June 13, 2014			A Wearable Head Mounted Display And Camera System With Multiple Modes
14/738,182	June 12, 2015			Wearable Head Mounted Display And Camera System With Multiple Modes
PCT/US13/3912 3	May 1, 2013			System And Method For Facilitating Transactions Of A Physical Product Or Real Life Service Via An Augmented Reality Environment
PCT/US10/3528 2	May 18, 2010			System And Method For Control Of A Simulated Object That Is Associated With A Physical Location In The Real World Environment

ASSIGNOR: [Zambala LLLP]

Signature: 

Print Name: Nova Spivack

Its: Ltd. Managing Partner

Date: 09 / 18 / 2017

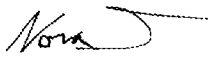
STATE OF _____)
) ss.
COUNTY OF _____)

On _____, before me, _____, Notary Public in
and for said State, personally appeared _____, personally known to me (or proved
to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within
instrument and acknowledged to me that he/she executed the same in his/her authorized capacity,
and that by his/her signature on the instrument the person, or the entity upon behalf of which the
person acted, executed the instrument.

WITNESS my hand and official seal.

Signature _____ (Seal)

ASSIGNEE: [Augmented Reality Holdings, LLC]

Signature: 

Print Name: Nova Spivack

Its: CEO

Date: 09 / 18 / 2017

STATE OF _____)
) ss.
COUNTY OF _____)

On _____, before me, _____, Notary Public in and for said State, personally appeared _____, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature _____ (Seal)