

08/22/2017

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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)**

Ron Meritt

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) 8/15/2017

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Joint Research Agreement  
☐ Government Interest Assignment  
☐ Executive Order 9424, Confirmatory License  
☐ Other

**2. Name and address of receiving party(ies)**

Name: East 2 West LLC

Internal Address: \_\_\_\_\_

Street Address: 679 Avendia de Diamante

City: Arroyo Grande

State: California

Country: USA Zip: 93420

Additional name(s) & address(es) attached? ☐ Yes ☒ No

**4. Application or patent number(s):**

☐ This document serves as an Oath/Declaration (37 CFR 1.63).

A. Patent Application No.(s)

B. Patent No.(s)

US 9,615,430

Additional numbers attached? ☐ Yes ☒ No

**5. Name and address to whom correspondence concerning document should be mailed:**

Name: D'Arcy H. Lorimer

Internal Address: \_\_\_\_\_

Street Address: 230 Houston Way

City: Pismo Beach

State: CA Zip: 93449

Phone Number: 805-473-0659

Docket Number: MER001NP

Email Address: \_\_\_\_\_

**6. Total number of applications and patents involved: one**

**7. Total fee (37 CFR 1.21(h) & 3.41) \$40.00**

- ☐ Authorized to be charged to deposit account  
☒ Enclosed  
☐ None required (government interest not affecting title)

**8. Payment Information**

PTO 2038 CC  
Authorization Attached

08/22/2017 KNGUYEN1 00000016 9615430  
Deposit Account Number 40.00 00  
01 FC:8021  
Authorized User Name \_\_\_\_\_

**9. Signature:**

Signature

8/16/2017

Date

D'Arcy H. Lorimer

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

**PATENT**  
**REEL: 043708 FRAME: 0618**

## ASSIGNMENT FOR PATENT

Whereas, Ron Meritt (hereinafter referred to as the Assignor), the undersigned, is owner of US patent number 9,615,430 entitled MOBILE MESSAGEING DEVICE FOR A VEHICLE TRIGGERED BY A DECELERATION SENSOR, filed 2/29/2016;

Whereas, **East 2 West LLC**, having a place of business at 679 Avenida de Diamante Arroyo Grande, California (hereinafter referred to as the Assignee), desires to acquire the entire right, title and interest in the said patent;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, the above named Assignor, hereby sell, assign, and transfer to the above named Assignee, its successors and assigns, the entire right, title and interest in the said patent and invention therein disclosed, for the entire term of the Patent and any reissues or extensions and for the entire terms of any patents, reissues, or extensions that may issue from foreign applications, divisions, continuations in whole or part, or substitute applications filed claiming the benefit of the Patent. The right, title, and interest conveyed in this Assignment is to be held and enjoyed by Assignee and Assignee's successors as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

Assignor further agrees to: (a) cooperate with Assignee in the protection of the patent rights and prosecution and protection of foreign counterparts; (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer; and (c) perform such other acts as Assignee lawfully may request to obtain or maintain the Patent and any and all applications and registrations for the invention in any and all countries.

Signed on the date(s) indicated beside my (our) signature(s).

1) Signature:   
Typed Name: Ron Meritt

Date: 8/15/2017