

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT4974270

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|---|-----------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| ACTIV8NOW, LLC | 05/15/2015 |
| RECEIVING PARTY DATA | |
| Name: | TANGELO IP, LLC |
| Street Address: | 555 REPUBLIC DRIVE, 2ND FLOOR #42 |
| City: | PLANO |
| State/Country: | TEXAS |
| Postal Code: | 75074 |
| PROPERTY NUMBERS Total: 9 | |
| Property Type | Number |
| Patent Number: | 6535889 |
| Patent Number: | 6557006 |
| Patent Number: | 8429005 |
| Application Number: | 13866622 |
| Application Number: | 09500610 |
| Application Number: | 09526621 |
| Application Number: | 09549942 |
| Application Number: | 10250179 |
| Application Number: | 60174331 |
| 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: | 404-272-6011 |
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| Correspondent Name: | PEETER MANNIK |
| Address Line 1: | 3098 OAK CHASE DRIVE |
| Address Line 4: | ROSWELL, GEORGIA 30075 |
| NAME OF SUBMITTER: | PEETER T. MANNIK |
| SIGNATURE: | /Peeter Mannik/ |

| | |
|--------------|------------|
| DATE SIGNED: | 05/23/2018 |
|--------------|------------|

Total Attachments: 7

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ASSIGNMENT AGREEMENT

This Assignment Agreement (the "Agreement") is made and entered into this 15 day of May, 2015 (the "Effective Date"), by **Interactive Media IP d/b/a/ Activ8Now, LLC**, a Limited Liability Company, having an address at 5775 Peachtree Dunwoody Road, Building G, Suite 550, Atlanta, Georgia 30342 ("Assignor") and **Tangelo IP, LLC**, a Limited Liability Company having an address at 555 Republic Drive, 2nd floor #42, Plano, TX 75074 ("Assignee").

RECITALS

A. Assignor is the owner of (select as appropriate):

- ☒ the United States Patents set forth on Exhibit A hereto (the "US Patents");
- ☐ the non-United States patents set forth on Exhibit B hereto (the "Foreign Patents");
- ☒ the United States patent applications set forth on Exhibit C hereto (the "US Patent Applications");
- ☒ the United States provisional patent applications set forth on Exhibit D hereto (the "US Provisional Patent Applications"); and/or
- ☒ the foreign patent applications set forth on Exhibit E hereto (the "Foreign Patent Applications");

which collectively shall be referred to herein as the "Patents".

B. Assignor and Assignee agree that Assignor shall sell, transfer, and assign and set over unto Assignee and Assignee shall accept, all rights, title and interest in and to the Patents as specified in this Agreement.

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing premises, and the covenants and agreements in this Assignment, Assignor and Assignee agree as follows:

1. Assignor does hereby sell, transfer, convey, assign and deliver to Assignee all of Assignor's right, title and interest in and to the Patents, and in the case of patent applications in and to any patents that may issue therefrom, including, in all instances, any counterparts of any of the foregoing in any jurisdiction throughout the world, and any and all divisions, continuations, reissues or reexaminations of any of the foregoing, and, further, all applications for industrial property protection, including without limitation, all applications for patents, utility models, copyright, and designs which may hereafter be filed for any inventions described in said Patents in any country or countries, together with the right to file such applications and the right to claim for the same the priority rights derived from the inventions and the Patents under the laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable, in each instance the same to be held by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all claims for damages, royalties, income or other remuneration (hereinafter "Damages") by reason of past, present and future infringements of the Patents or other rights being assigned hereunder, along with the right to sue for and collect such Damages for the use and benefit of Assignee and its successors, assigns and other legal representatives.

2. Insofar as this assignment concerns European patents and patent applications, Assignor does hereby declare that it is the owner of said Patents and that Assignor has assigned same, along with all rights and duties appurtenant thereto, to Assignee and agree that the assignment will be recorded in the register with the European Patent Office; and Assignee

hereby declares that Assignee has agreed to the assignment of the aforementioned Patents to it and that Assignee will simultaneously apply for recording of the assignment in the register with the European Patent Office.

3. Assignor hereby authorizes and requests the Commissioner for Patents of the United States, and any officer of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of intellectual property protection or applications as aforesaid, to issue the same to Assignee and its successors, assigns and other legal representatives in accordance with the terms of this instrument.

4. Assignor agrees that, whenever reasonably requested by Assignee, Assignor will execute all papers, take all rightful oaths, and do all acts which may be reasonably necessary for securing and maintaining the Patents in any country and for vesting title thereto in Assignee, its successors, assigns and legal representatives or nominees.

5. Assignor authorizes and empowers Assignee, its successors, assigns and legal representatives or nominees, to invoke and claim for any application for patent or other form of protection for the inventions, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable, and to invoke and claim such right of priority without further written or oral authorization from Assignor.

6. Assignor hereby consents that a copy of this Agreement shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document that may be required in any country for any purpose and more particularly in proof of the right of Assignee or nominee to claim the aforesaid benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it.

IN WITNESS WHEREOF, the parties have executed this Assignment on the date first above written by their respective duly authorized representatives.

Assignor: Interactive Media IP, LLC d/b/a Activ8Now, LLC

By: P. Todd Mannik
Name: P. Todd Mannik
Title: CEO

Assignee: Tangelo IP, LLC

By: P. Todd Mannik
Name: P. Todd Mannik
Title: CEO

**EXHIBIT A
TO ASSIGNMENT AGREEMENT**

| Title | Patent Number | Issue Date |
|--|----------------------|-------------------|
| SYSTEM AND METHOD FOR OBTAINING AND DISPLAYING AN INTERACTIVE ELECTRONIC REPRESENTATION OF A CONVENTIONAL STATIC MEDIA OBJECT | 6535889 | 3/18/2003 |
| SYSTEM AND METHOD FOR DISPLAYING AN INTERACTIVE ELECTRONIC REPRESENTATION OF A CORRESPONDING STATIC MEDIA OBJECT | 6557006 | 4/29/2003 |
| METHOD FOR DETERMINING EFFECTIVENESS OF DISPLAY OF OBJECTS IN ADVERTISING IMAGES | 8429005 | 4/23/2013 |

**EXHIBIT B
TO ASSIGNMENT AGREEMENT**

| <u>Title</u> | <u>Patent Number</u> | <u>Issue Date</u> |
|--------------|----------------------|-------------------|
| None | | |

**EXHIBIT C
TO ASSIGNMENT AGREEMENT**

| <u>Title</u> | <u>Application Number</u> | <u>Filing Date</u> |
|--|---------------------------|--------------------|
| SYSTEM AND METHOD OF PROVIDING ELECTRONIC AND INTERACTIVE REPLICATIONS OF PUBLICATIONS | 13/866,622 | 4/19/2013 |
| Not public | 09/500,610 | 2/9/2000 |
| SYSTEMS AND METHODS FOR USING ELECTRONIC REPRESENTATIONS OF OBJECTS | 09/526,621 | 3/16/2000 |
| Not public | 09/549,942 | 4/14/2000 |
| SYSTEM AND METHOD FOR USING INTERACTIVE ELECTRONIC REPRESENTATIONS OF OBJECTS | 10/250,179 | 6/10/2003 |

**EXHIBIT D
TO ASSIGNMENT AGREEMENT**

| <u>Title</u> | <u>Application Number</u> | <u>Filing Date</u> | <u>Inventor(s)</u> |
|---|---------------------------|--------------------|--|
| SYSTEM AND METHOD FOR CREATING AN INTERACTIVE ELECTRONIC REPRESENTATION OF AN OBJECT | 60/174,331 | 1/4/2000 | GARLAND T. HEADRICK KRISTOFER D. HUTCHINSON ROGER MIGNONE JAMES E. HARRIS III STEPHEN A. HYSER PETER T. MANNIK |

**EXHIBIT E
TO ASSIGNMENT AGREEMENT**

| Title | Application Number | Filing Date |
|--|---------------------------|--------------------|
| SYSTEMS AND METHODS FOR IDENTIFYING, STORING AND RETRIEVING INFORMATION ON PURCHASE ITEMS | PCT/US00/026072 | 9/23/2000 |