

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT7045306

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
COUPONBUG LLC	06/25/2008
RECEIVING PARTY DATA	
Name:	COUPONS, INC.
Street Address:	400 LOGUE AVE.
City:	MOUNTAIN VIEW
State/Country:	CALIFORNIA
Postal Code:	94043
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13110834
CORRESPONDENCE DATA	
Fax Number:	(650)739-7699
<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:	6507397500
Email:	Cal-PTOmail@bakerbotts.com
Correspondent Name:	BAKER BOTTS L.L.P.
Address Line 1:	1001 PAGE MILL ROAD
Address Line 2:	BUILDING ONE, SUITE 200
Address Line 4:	PALO ALTO, CALIFORNIA 94304
ATTORNEY DOCKET NUMBER:	088952.0159
NAME OF SUBMITTER:	SONIA BANKS
SIGNATURE:	/SoniaBanks/
DATE SIGNED:	11/29/2021
Total Attachments: 5	
source=CouponBug_CouponsAssignment#page1.tif	
source=CouponBug_CouponsAssignment#page2.tif	
source=CouponBug_CouponsAssignment#page3.tif	
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ASSIGNMENT OF PATENTS

This ASSIGNMENT OF PATENTS (this "*Assignment*") is made and entered into as of June 25, 2008 by and between CouponBug LLC, a Connecticut limited liability company (the "Assignor"), for the benefit of Coupons, Inc., a California corporation (the "Assignee"). Capitalized terms used but not defined in this Assignment shall have the meanings given to them in the Purchase Agreement (as defined below).

WHEREAS, the Assignor, Assignee and CB2, LLC, a Connecticut limited liability company, are parties to that certain Asset Purchase Agreement, dated as of June 12, 2008 (the "*Purchase Agreement*"), pursuant to which the Assignee has agreed to acquire all of the Assignor's entire worldwide right, title and interest in and to all of the patents, patent applications, patent disclosures and related patent rights that are included in or related to the Purchased Assets or used in the conduct of the Business (as those terms are defined in the Purchase Agreement), including, without limitation, those patents and patent applications which listed in Schedule A hereto (the "*Assigned Patents*").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor and the Assignee each hereby agree as follows:

1. Assignment. Assignor has sold, assigned and transferred, and does hereby sell, assign, transfer, convey and deliver to the Assignee for itself and its successors and assigns, and the Assignee hereby purchases and accepts from the Assignor, all of Assignor's entire worldwide right, title and interest in, to and under:

(a) all inventions and improvements (the "*Subject Matter*") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled:

Method and System for Integrating Television Brand Advertising with Promotional Marketing, Patent Application Ser. No. 10/328,300 (the "*Application*");

(b) all applications issuing or claiming priority from the Application;

(c) all provisional, utility, divisional, continuation, substitute, re-examination, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world;

(d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and

(e) all right of priority in the Application and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

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The same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, to the end of the term or terms for which the Patents are or may be granted or reissued as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment and sale had not been made; together with all claims for damages by reason of past infringements of the Assigned Patents including without limitation provisional rights thereto with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns and other legal representatives.

2. Subject Matter. The Assignor agrees that the Assignee may apply for and receive patents for Subject Matter in Assignee's own name.

3. Further Assurances. The Assignor agrees, without further consideration, (a) to execute and deliver such other documents and to take all such other actions which the Assignee, its successors and/or assigns may reasonably request to effect the terms of this Assignment, (b) communicate to Assignee all known facts relating to the Subject Matter, and (c) to execute and deliver any and all affidavits, testimonies, declarations, oaths, assignments, samples, exhibits, specimens and other documentation as may be reasonably required or desired to effect the terms of this Assignment and its recordation and obtain, secure, maintain, and enforce patent protection in any country for the inventions and the Subject Matter set forth in the Assigned Patents, and for vesting in Assignee the rights, titles, and interests herein conveyed, including without limitation all lawful papers in connection with all divisions, continuations, re-examinations, reissues and extensions thereof. The Assignor further agrees to provide any successor, assign, or legal representative of Assignee with the benefits and assistance provided to Assignee hereunder. The Assignor represents that the Assignor has the rights, titles, and interests to convey as set forth herein, and covenants with the Assignee that the Assignor has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

4. Recordation. The Assignor grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

5. Miscellaneous. This Assignment shall be governed by, and construed in accordance with, the laws of the State of California without reference to such state's principles of conflicts of law. This Assignment may not be supplemented, altered or modified in any manner except by a writing signed by all parties hereto. The failure of any party to enforce any terms or provisions of this Assignment shall not waive any of its rights under such terms or provisions. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors. This Assignment and any amendments hereto may be executed in one or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument.

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IN WITNESS WHEREOF, the Assignor and Assignee have executed this Assignment as of the day and year above written.

COUPONBUO LLC

COUPONS, INC.

By: Alfred BovA

By: _____

Name: ALFRED BOVA

Name: _____

Title: is Manager

Title: _____

[SIGNATURE PAGE TO ASSIGNMENT OF PATENTS]

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IN WITNESS WHEREOF, the Assignor and Assignee have executed this Assignment as of the day and year above written.

COUPONBUG LLC

By: _____

Name: _____

Title: _____

COUPONS, INC.

By:  _____

Name: _____

Title: _____

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SCHEDULE A

ASSIGNED PATENTS

- * **Patent Application: Method and System for Integrating Television Brand Advertising with Promotional Marketing, Patent Application Ser. No. 10/328,300 (Pending).**

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