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Conveying Party(ies) [ ] Mark if additional names of conveying parties attached

Name (line 1): Martin David Hoyle — Execution Date: Month 01 Day 16 Year 2001

Name (line 2):

Second Party

Name (line 1): — Execution Date: Month Day Year

Name (line 2):

Receiving Party [ ] Mark if additional names of receiving parties attached

Name (line 1): B.E. Technology, LLC

Name (line 2):

Address (line 1): 106 South Walnut Street

Address (line 2):

Address (line 3): Bay City (City) MI (State/Country) 48706 (Zip Code)

[ ] If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative is attached. *(Designation must be a separate document from Assignment.)*

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Correspondent Name and Address

Area Code and Telephone Number (248) 689-3500

Name: James D. Stevens

Address (line 1): Reising, Ethington, Barnes, Kisselle, Learman & McCulloch, P.C.

Address (line 2): P.O. Box 4390

Address (line 3):

Address (line 4): Troy, MI 48099-4390

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Pages

Enter the total number of pages of the attached conveyance document including any attachments # 1

Application Number(s) or Patent Number(s)

☐ Mark if additional numbers attached.

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).

Patent Application Number(s)			Patent Number(s)		
09/699,705					

If this document is being filed together with a new Patent Application, enter the date the patent application was signed by the first named executing inventor. Month Day Year

Patent Cooperation Treaty (PCT)

Enter PCT application number only if a U.S. Application Number as not been assigned.

PCT ____ PCT ____ PCT ____

PCT ____ PCT ____ PCT ____

Number of Properties

Enter the total number of properties involved. # 1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): $ 40.00

Method of Payment: Enclosed ☒ Deposit Account ☒

Deposit Account

Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: # 50-0852

Authorization to charge additional fees: Yes ☒ No ☐

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

James D. Stevens, R.N. 35,691	James D Stev	2/1/01
Name of Person Signing	**Signature**	**Date**

ASSIGNMENT

WHEREAS, I, Martin David Hoyle invented certain new and useful improvements in "COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING" for which I have made application for Letters Patent of the United States, which application may be identified in the United States Patent Office as Serial No. 09/699,705, filing date October 30, 2000; and

WHEREAS, B.E. Technology, LLC, a company having a place of business in Bay City, Michigan, hereafter called Assignee, is desirous of acquiring an interest in and to said application and the inventions and improvements therein disclosed;

NOW THEREFORE, in consideration of the sum of One Dollar ($1.00) in hand paid, and other good and valuable considerations, the receipt and sufficiency of which are hereby acknowledged, I do hereby assign, sell, transfer, and set over unto said Assignee my entire right, title, and interest in and to said application and the inventions and improvements therein disclosed for the United States of America and all foreign countries, including all of my rights under the International Convention for the Protection of Industrial Property, and any Letters Patent which may issue therefor in the United States of America and all foreign countries, and all divisions, reissues, continuations, renewals, re-examinations, and/or extensions thereof, said Assignee to have and to hold the interests herein assigned to the full ends of the terms of said Letters Patent and any and all divisions, reissues, continuations, renewals, re-examinations, and/or extensions thereof respectively, as fully and entirely as the same would have been held and enjoyed by me had this assignment not been made.

I hereby authorize and request the Patent Office officials in the United States and any and all foreign countries to issue any and all said Letters Patent, when granted, to said B.E. Technology, LLC as assignee of my entire right, title, and interest in and to the same.

And for the considerations aforesaid, I agree that I will communicate to said Assignee or the representatives thereof any facts known to me respecting said inventions and improvements, and will, upon request, testify in any legal proceedings, sign all lawful papers, execute all divisional, reissue, continuation, renewal, re-examinations, and/or extension applications, make all rightful oaths and generally do all other and further lawful acts deemed necessary or expedient by said Assignee or by counsel for said Assignee to assist or enable said Assignee to obtain and enforce full benefits from the rights and interest herein assigned.

This assignment shall be binding upon my heirs, executors, administrators, or legal representatives, as the case may be, and shall inure to the benefit of the heirs, executors, administrators, successors, legal representatives, and/or assigns, as the case may be, of said Assignee.

IN TESTIMONY WHEREOF I have hereunto set my hand this sixteenth day of January, 2001

Martin David Hoyle

STATE OF LOUISIANA)
)ss.
PARISH OF JEFFERSON)

Before me, a notary public in and for the said county and state, personally appeared Martin David Hoyle who acknowledged that he is the person who executed the foregoing assignment and acknowledged it to be his free and voluntary act and deed.

Witness my hand and notarial seal this 16th day of January, 2001.

Notary Public
My Commission Expires:

(SEAL)