

WORLDWIDE PATENT APPLICATION ASSIGNMENT

WHEREAS, we,

- (1) **Nola LEBLANC** of 1-1465 rue Zotique-Giard, Chambly, Quebec, Canada, J3L 5T1 (formerly of 556 Boulevard Brossard, Chambly, Quebec, Canada, J3L 4L5) (Canadian); and
- (2) **Yves GAUDREAU** of 5993 Boulevard Lasalle, Montreal, Quebec, Canada, H4H 4A2 (Canadian); and
- (3) **Ivan Junior MILLETTE** of 1067 Rue de la Mairie, Blainville, Quebec, Canada, J7C 3B8 (Canadian)

(hereinafter referred to collectively as "the Assignors"), have invented and own a certain invention titled **SYSTEM AND METHOD FOR AUTOMATICALLY DELIVERING CRITERION-DRIVEN MESSAGING** (the "Invention") described and claimed in International Patent Application No. PCT/CA2018/050943 (Publication No. WO/2020/024037), filed August 1, 2018 (the "Application");

AND WHEREAS **9378-7570 Quebec Inc. d/b/a WINK.LOVE**, a Quebec corporation, presently having a principal place of business at 5993 Boulevard Lasalle, Verdun, Quebec, H4H 1M7, Canada (hereinafter referred to as "Assignee") acquired from the Assignors the entire right, title and interest in and to the Invention and in and to the Application;

AND WHEREAS, Assignors have agreed to execute such additional instruments as may be necessary or desirable to complete or confirm such acquisition by Assignee;

NOW THEREFORE, in consideration of the foregoing, as well as other good and valuable consideration the receipt and adequacy of which is hereby freely acknowledged, and intending to be legally bound, Assignors do hereby sell, assign and set over unto the Assignee, the entire right, title and interest in Canada, the United States, Europe, Colombia, Israel, Brazil, Australia, Russia, Mexico, India, China and all other countries foreign thereto in and to the said Invention, and in and to the said Application, and in and to all Letters Patent obtained therefor in any country, inclusive of any and all priority rights and Convention and Treaty rights derived therefrom, including any continuation, division, renewal, substitute or reissue thereof, the same to be held and enjoyed by the Assignee, its successors, assigns or legal representatives to the full ends of the terms for which all Letters Patent therefor may be granted including any extensions or reissues thereof as fully and entirely as the same would have been held and enjoyed by Assignors if this assignment and sale had not been made;

ASSIGNORS hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale;

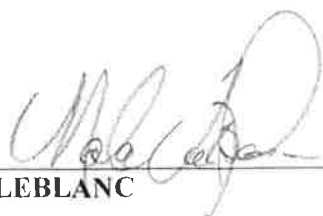
ASSIGNORS FURTHER COVENANT AND AGREE to execute or procure any further necessary assurance of the title to the Patent and will at any time upon the request and at the expense of the Assignee execute and deliver any and all papers that may be necessary or desirable to perfect the title to the Patent to the Assignee, its successors, assigns, or other legal representatives and will at any time upon the request and at the expense of the Assignee testify in any legal proceeding, sign all lawful papers, execute any additional divisional, substituting, continuing or reissue applications for patents for the invention subject of the Patent or any part or parts thereof, make all rightful oaths and generally do all lawful acts to aid the Assignee, its successors, assigns or other legal representatives to obtain and enforce patent protection without further compensation but at the expense of the Assignee, its successors, assigns or other legal representatives;

SIGNED, SEALED, AND DELIVERED:

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January 25, 2021
Date


Nola LEBLANC

Karlane Tremblay Karlane T.
Witness (Print Name:)

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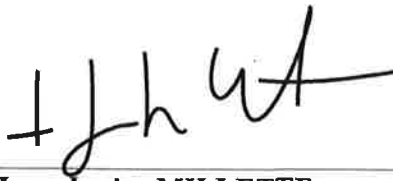
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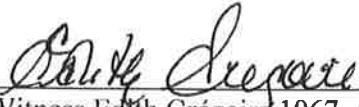

YVES GAUDREULT


Witness (Print Name):
RONALD LAROCHE

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26/01/2021
Date


Ivan Junior MILLETTE


Witness Edith Grégoire 1067, rue de la Mairie Blainville
Québec J7c 3b8

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