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To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Ian D. Hegerty (8/3/04)

Jan O. Gelin (6/25/04)

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

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

Name: Overture Services, Inc.

Street Address:

74 North Pasadena Avenue, 3rd Floor

City: Pasadena State: CA ZIP: 91103

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

3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ OtherExecution Date: June 25, 2004 and August 3, 2004

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

A. Patent Application No.(s)

10/705,181

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

BROWN RAYSMAN MILLSTEIN FELDER & STEINER LLP

900 Third Avenue

New York, New York 10022

(212) 895-2000

6. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41):..... \$ 40.00☒ Check enclosed☐ Authorized to be charged to deposit account8. Deposit account number: 02-4270

(Attach duplicate copy of this page by deposit account)

Please charge any additional fees required, or credit any overpayment, to the above deposit account

DO NOT USE THIS SPACE

9. 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.

Steven S. Rubin, Reg. No. 43,063

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments and document: 4

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents

P.O. Box 1450

Alexandria, VA 22313-1450

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ASSIGNMENT

WHEREAS, we, Ian D. HEGERTY, a citizen of Britain, residing at 29 Route De Peyrefitte, France and Jan O. GELIN, a citizen of Sweden, residing at 26723 Linnet Court, Santa Clarita, California, have invented one or more inventions (hereinafter referred to as "said invention(s)") disclosed in an application for Letters Patent of the United States titled COUNTRY TAGGING (hereinafter referred to as "said application"), said application having been filed on November 10, 2003 and assigned application Serial No. 10/705,181.

WHEREAS, Overture Services, Inc. (hereinafter together with its successors and assigns referred to as "the Assignee"), a Delaware corporation, having its principal place of business at 74 North Pasadena Avenue, 3rd Floor, Pasadena, CA 91103 is desirous of obtaining all right, title and interest in, to and under said invention(s) and said application; and

NOW, THEREFORE, for good and valuable considerations, the receipt and sufficiency of which we hereby acknowledge, we have sold, assigned, transferred and set over, and by these presents hereby sell, assign, transfer and set over to the Assignee all right, title and interest in, to and under said invention(s) and said application, including the right to apply for any Letters Patent of the United States of America and in any and all foreign countries on said invention(s), and any and all other applications for Letters Patent on said invention(s), in whatsoever countries, including all divisional, renewal, substitute, continuation, continuation-in-part and convention applications based in whole or in part upon said invention(s) or upon said application, and any and all Letters Patent which may issue thereon in the United States and foreign countries, and any and all reissues, extensions, renewals, divisions, continuations or continuations-in-part of Letters Patent granted for said invention(s) or upon said applications, to the full term or terms for which said Letters Patent may be issued, and every priority right that is or may be predicated upon or arise from said invention(s), said application and said Letters Patent, the same to be held and enjoyed by the Assignee for its own use and benefit fully and entirely as if the same would have been held and enjoyed by us had this Assignment not been made. We hereby authorize the Assignee to file patent applications in any and all countries on any or all of said invention(s) in our names, or in its name, or otherwise as the Assignee may deem advisable, under the International Convention or otherwise.

We hereby authorize the Commissioner of Patents and Trademarks of the United States, and any official of any other country empowered to issue patents, to record this Assignment, and to issue or transfer all said Letters Patent on said invention(s) to the Assignee as owner of all right, title and interest therein, or otherwise as the Assignee may direct, in accordance with the terms of this Assignment.

We hereby represent and warrant that we have the full right to convey the entire right and interest herein assigned, that there are no rights or interests outstanding inconsistent with the rights and interests granted herein, and that we will not execute any instrument or grant or transfer any rights or interests inconsistent with the rights and interests granted herein.

We hereby covenant and agree that we will, upon request of the Assignee, communicate to the Assignee any facts known to us relating to said invention(s) and the history thereof, testify in any legal proceeding, execute all lawful papers including without limitation all divisional, continuing and reissue applications and all rightful oaths and declarations, and generally do all further acts which may be deemed necessary by the Assignee to obtain and enforce proper patent protection for said invention(s) in all countries.

IN TESTIMONY WHEREOF, we have executed this document on the date indicated below.

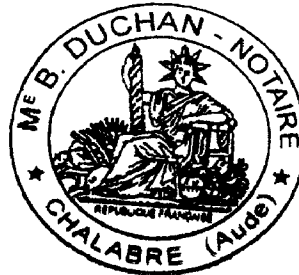
Date: 3/8/2004
(Signature)

I. Heger
Ian D. HEGERTY

STATE OF FRANCE)
) ss.:
COUNTY OF AUDE)

On this 3 day of August 2004, before me came Ian D. HEGERTY, to me known and known to me to be the individual described in, and who executed the foregoing instrument, and he/she has acknowledged to me that he/she has executed the same.

[Signature]
Notary Public



Date: Jun 25, 04
(Signature)

Jan O. GELIN
Jan O. GELIN

STATE OF CALIFORNIA)
) ss.:
COUNTY OF Los Angeles)

On this 25 day of June, 2004, before me came Jan O. GELIN, to me known and known to me to be the individual described in, and who executed the foregoing instrument, and he/she has acknowledged to me that he/she has executed the same.

[Signature]
Notary Public

