

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Ryan Steelberg</td> <td>12/14/2005</td> </tr> <tr> <td>Chad Steelberg</td> <td>12/14/2005</td> </tr> </tbody> </table>		Name	Execution Date	Ryan Steelberg	12/14/2005	Chad Steelberg	12/14/2005
Name	Execution Date						
Ryan Steelberg	12/14/2005						
Chad Steelberg	12/14/2005						
RECEIVING PARTY DATA							
Name:	dMarc Broadcasting, Inc.						
Street Address:	537 Newport Center Drive						
Internal Address:	Suite 355						
City:	Newport Beach						
State/Country:	CALIFORNIA						
Postal Code:	92660						
PROPERTY NUMBERS Total: 1							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11141537</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11141537		
Property Type	Number						
Application Number:	11141537						
CORRESPONDENCE DATA							
Fax Number:	(215)851-1420						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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ATTORNEY DOCKET NUMBER:	05-40119USP						
NAME OF SUBMITTER:	Edward F. Behm						
Total Attachments: 1 source=05-40119USP#page1.tif							

OP \$40.00 11141537

PATENT

CONFIRMATORY ASSIGNMENT

WHEREAS, We, the undersigned, have owned and/or acquired certain rights in the inventions entitled:

SYSTEM AND METHOD FOR OPTIMIZING MEDIA PLAY TRANSACTIONS:

as set forth in the specifications and claims of United States Patent Application No. 11/141,537.

WHEREAS, dMarc Broadcasting, Inc., a Delaware corporation having a place of business at 537 Newport Center Drive, Suite 355, Newport Beach, CA 92660 (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire interest in, to and under said inventions and in, to and under said United States Patent Application No. 11/141,537 or any Letters Patent or similar legal protection to be obtained therefor in the United States and in any and all foreign countries.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, We hereby sell, assign and transfer to ASSIGNEE the full and exclusive right, title and interest in and to said invention in the United States and its territorial possessions, and in all foreign countries, and to said United States Patent Application No. 11/141,537, and to all Letters Patent or similar legal protection in the United States and its territorial possessions, and in any and all foreign countries, to be obtained for said inventions and from the applications that may mature from said Patent Application No. 11/141,537, or any continuation, divisional, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted.

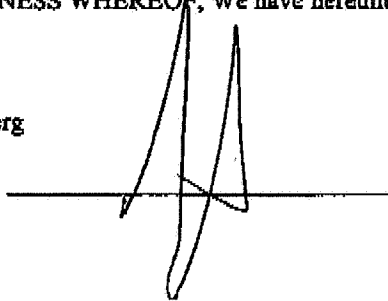
We HEREBY COVENANT that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale; and

We FURTHER COVENANT that ASSIGNEE will, upon its request and at its expense, be provided promptly with all pertinent facts and documents relating to said Patent Application No. 11/141,537, said inventions and said Letters Patents, applications, and legal equivalents in foreign countries as may be known and accessible to us, and We will, at the expense of ASSIGNEE, testify as to the same in any interference or litigation related thereto, and We will promptly, at the expense of ASSIGNEE, execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said Patent Application No. 11/141,537, said inventions and said Letters Patents, applications, and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, We have hereunto set hand and seal this 14th day of December, 2005.

By: Ryan Steelberg

Signature:



By: Chad Steelberg

Signature:

