

12-14-2005

SHEET

U.S. DEPARTMENT OF COMMERCE
U.S. Patent And Trademark Office

103136957

original documents or copy thereof:

To the Honorable Commission

1. Name of conveying party(ies):

Richard Brindley and Toby Doig

Additional name(s) of conveying party(ies) attached?

☐ Yes☒ No

3. Nature of Conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other: _____

Execution Date: December 4, 2005

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

Name: Vibrant Media Limited

Internal Address:

Street Address: 46a Rosebery Avenue
Gensurco House, 2nd Floor

City: London

State: UK Zip: EC1R 4RP

Additional name(s) & address(es) attached?

☐ Yes☒ No112975 U.S. PTO
11/295754
120605

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

If this document is being filed together with a new application, the execution date of the application is: December 4, 2005

A. Patent Application No.(s):

B. Patent No.(s):

Additional numbers attached? ☐ Yes ☒ No

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

Name: Rajiv P. Patel

Internal Address: Fenwick & West LLP

Street Address: Silicon Valley Center
801 California Street

City: Mountain View State: CA Zip Code: 94041

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): 40.00

☒ Check Enclosed☒ Fee Transmittal Enclosed☐ Charge the indicated fees to the below mentioned deposit account.

8. Deposit Account No.:

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.

Rajiv P. Patel, Reg. No.: 39,327

Name of Person Signing

Signature

December 6, 2005

Date

Total number of pages including cover sheet, attachments, documents: 3

Mail documents to be recorded with required cover sheet information to: Mail Stop Assignment Recordation Services, Director of the U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450.

Case Docket No.: 24463-10505

12/09/2005 DTESSEM1 00000051 11295754

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24463/10505/DOCS/1579633.

PATENT
REEL: 017304 FRAME: 0472

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Vibrant Media Limited, a United Kingdom corporation, having a place of business at 46a Rosebery Avenue, Gensurco House, 2nd Floor, London, UK EC1R 4RP, ("ASSIGNEE")**, for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) and non-provisional application filed under 35 U.S.C. §111(a) and entitled **FRAUD PREVENTION AND DETECTION FOR ONLINE ADVERTISING ("APPLICATION")**, which:

- ☒ is to be filed herewith.
- ☐ was filed on _____, and now bears U.S. application serial number _____.
- ☒ The APPLICATION claims priority from a provisional, filed on May 20, 2005, now bearing US application serial number 60/683,437.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, 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.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.


INVENTOR 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.

Title: Fraud Prevention and Detection for Online Advertising
Filed: Not yet known
Application No.: Not yet known

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature

Date of Signature



4 DECEMBER 2005

Richard Brindley

State of LONDON, ENGLAND
County of

On before me, personally appeared
[DATE] [NOTARY PUBLIC]

Richard Brindley personally known to me or proved to me on the basis of satisfactory
[INVENTOR]

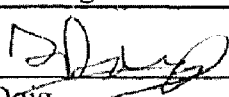
evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

Name and Signature

Date of Signature


Toby Doig

4 DECEMBER 2005

State of LONDON, ENGLAND
County of

On before me, personally appeared
[DATE] [NOTARY PUBLIC]

Toby Doig personally known to me or proved to me on the basis of satisfactory
[INVENTOR]

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Notary Seal

Notary