

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Keith Kocho	04/05/2006
Erik Davis	04/05/2006
Brian Stevenson	04/05/2006
RECEIVING PARTY DATA	
Name:	ExtendMedia Inc.
Street Address:	190 Liberty Street
Internal Address:	2nd Floor
City:	Toronto
State/Country:	ONTARIO
Postal Code:	M6K 3L5
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11320795
CORRESPONDENCE DATA	
Fax Number:	(202)220-4201
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	202-220-4200
Email:	bmeier@kenyon.com
Correspondent Name:	Bradley J. Meier
Address Line 1:	Kenyon & Kenyon LLP
Address Line 2:	1500 K Street, N.W., Suite 700
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005-1257
ATTORNEY DOCKET NUMBER:	12819-5
NAME OF SUBMITTER:	Bradley J. Meier

CH \$40.00 11320795

Total Attachments: 6

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ASSIGNMENT

WHEREAS, I,

Keith Kocho

have made new and useful improvements in SYSTEM AND METHOD FOR POLICY-BASED ADVERTISING; and

WHEREAS, EXTENDMEDIA INC., having its principal place of business at 190 Liberty Street, 2nd Floor, Toronto, Ontario M6K 3L5, (hereinafter "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said application and the invention therein described and claimed, and to any Letters Patent that may be granted therefor in the United States and in any and all foreign countries.

NOW, THEREFORE, for valuable consideration furnished by Assignee to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservations:

1. Assign, transfer, and convey to Assignee the entire right, title, and interest in and to any inventions and discoveries described in said application, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries in any and all countries, including all divisional, renewal, reissue, re-examination, substitute, continuation, international, foreign and Convention applications based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues, and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications, and said Letters Patent.

2. Authorize Assignee to file patent applications in any or all countries for any or all of said inventions and discoveries in our name or in the name of Assignee or otherwise as Assignee may deem advisable, under an International Convention or otherwise.

3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as Assignee of the entire right, title, and interest therein or otherwise as Assignee may direct.

4. Warrant that we have not conveyed to others any right, title, or interest in said inventions, discoveries, applications, or patents or any license to use the same or to make, use, or sell anything embodying or utilizing any of said inventions or discoveries; that we have good right to assign the same to Assignee without encumbrance; and that we are ware of no claim to the contrary.

5. Bind our heirs, legal representatives, and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonably serving to assure that the said inventions and discoveries, the said patent applications, and the said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by me, my heirs, legal representatives, and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said inventions and discoveries or the history thereof; to furnish Assignee with any and all documents, photographs, models, samples, and other physical exhibits in my control or in the control of my heirs, legal representatives, or assigns which may be useful for establishing the facts of my conceptions, disclosures, and reduction to practice of said inventions and discoveries; and to testify to the same in any interference, arbitration, or litigation.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal this 5 day of April, 2006.



KEITH KOCHO

ASSIGNMENT

WHEREAS, I,

Erik Davis

have made new and useful improvements in SYSTEM AND METHOD FOR POLICY-BASED ADVERTISING; and

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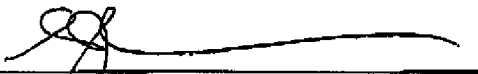
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ERIK DAVIS

ASSIGNMENT

WHEREAS, I,

Brian Stevenson

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IN TESTIMONY WHEREOF, I have hereunto set my hand and seal this 05 day of APRIL, 2006.



BRIAN STEVENSON