

Form PTO-1595
(Rev. 07/05)RECORDATION FORM COVER SHEET
PATENTS ONLYU.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark OfficeOMB No. 0651-0027 (exp. 6/30/2008)
U.S. DEPARTMENT OF COMMERCE

Our File No. 165-12 US

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

1. Name of conveying party(ies):

Daniel WILLIS
Dhananjay GODSE
Gordon FREEDMANAdditional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

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

Execution Date: November 15, 2006

2. Name and address of receiving party(ies)

Name: Adscape Media Inc.
Street Address: 600 Townsend Street
Suite 242E
City: San Francisco
Province: California
Postal Code: 94103
Country: U.S.A.

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

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

☐ This document is being filed together with a new application.

A. Patent Application No.(s): 11/299,694

B. Patent No.(s):

Additional numbers attached? ☐ Yes ☒ No

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

Name: Freedman & Associates
Street Address: 117 Centrepointhe Drive, Suite 350
City: Nepean
Province: Ontario
Postal Code: K2G 5X3
Country: Canada

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41) \$40.00

☒ Authorized to be charged to deposit account

8. Deposit account number:

50-1142

(Attach duplicate copy of this page if paying by deposit account)

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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.

Gordon Freedman, Reg. No. 41,553

(Name of Person Signing)



(Signature)

November 16, 2006

(Date)

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

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

700297552

PATENT
REEL: 018534 FRAME: 0878

Our File No. 165-12

ASSIGNMENT OF INVENTION UNIVERSAL

WHEREAS, We

Daniel Willis, whose full post office address is
67 Cherry Drive, Stittsville, Ontario, K2S 1J3, Canada

Dhananjay Godse, whose full post office address is
21 Lismer Crescent, Kanata, Ontario, K2K 1A3, Canada

Gordon Freedman, whose full post office address is
54 Cimarron Crescent, Nepean, Ontario K2G 6C9, Canada

have invented certain improvements in and described in U.S. Patent Application No. **11/299,694** filed **December 13, 2005** entitled **Online Video Game Advertising System and Method Supporting Multiplayer Ads**, and;

WHEREAS, Adscape Media Inc. (hereinafter referred to as the assignee), whose full post office address is **600 Townsend Street, Suite 242E, San Francisco, California, U.S.A. 94103** is desirous of acquiring the entire right, title and interest in and to said invention or inventions and in and to any and all patents to be obtained therefor;

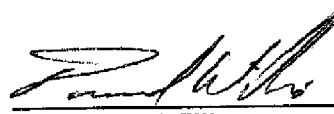
NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other valuable consideration, the receipt of which is hereby acknowledged, we have and by these presents do hereby sell, assign and transfer unto said assignee, its successors and assigns, the entire right, title and interest in and to said invention or inventions, as described in the aforesaid application, in any form or embodiment thereof, and in and to the aforesaid application, and in and to any applications filed in any foreign country based thereon, including the right to file said foreign applications under the provisions of the International Convention; also the entire right, title and interest in and to any and all patents, reissues or extensions thereof to be obtained in this or any foreign country upon said invention or inventions, and any divisional, continuation, substitute application(s) or supplementary disclosure(s) which may be filed upon said invention or inventions, in any country; and we hereby authorize and request the issuing authority to issue any and all patents on said application or applications to said assignee.

WE FURTHER AGREE without any payment by said assignee other than expenses incurred by the undersigned, to communicate to said assignee, its representatives or agents, any facts relating to said invention or inventions, including evidence for interference purposes or for other proceedings, whenever requested; testify in any interference or other proceedings, whenever requested; and execute and deliver, on request, all lawful papers required to make any of the foregoing provisions effective, and likewise make these provisions binding upon our heirs, legal representatives, administrators and assigns.

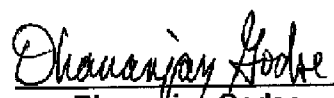
Our File No. 165-12

**ASSIGNMENT OF INVENTION
UNIVERSAL**

WITNESS:

Rebecca Ross
Printed name of WitnessRebecca Ross
Signature of Witness Date: Nov 15/06
Daniel Willis

WITNESS:

Rebecca Ross
Printed name of WitnessRebecca Ross
Signature of Witness Date: 15 Nov, 2006
Dhananjay Godse

WITNESS:

Rebecca Ross
Printed name of WitnessRebecca Ross
Signature of Witness Date: 15 Nov, 2006
Gordon Freedman

Suite 350, 117 CentrepoinTE Drive
Nepean, Ontario
Canada K2G 5X3
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Web: www.freedmanandassociates.ca
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For Formal Communications Intended for Entry

DATE: November 16, 2006

NO. OF PAGES INCL THIS PAGE: 5

TO: United States Patent Office

FAX NO: 571-273-0140 **PHONE NO:** 571-272-3350

ATTN: Assignment Division

GROUP ART UNIT: TC 3713

FROM: Gordon Freedman

FAX NO.: (613) 274-7414

RE: U.S. Patent Application No. 11,299,694

Filed: December 13, 2005

Inventor: Willis et al.

Our File: 165-12 US

CERTIFICATION OF FACSIMILE TRANSMISSION UNDER 37 CFR 1.8

I hereby certify that an Assignment of Invention together with a Recordation Form Cover Sheet dated November 16, 2006 attached hereto is being transmitted to the United States Patent and Trademark Office on the date shown below.

Doreen Salter


November 16, 2006

Date

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PATENT
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DUPLICATE

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1. Name of conveying party(ies): Daniel WILLIS Dhananjay GODSE Gordon FREEDMAN Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		2. Name and address of receiving party(ies) Name: Adscape Media Inc. Street Address: 600 Townsend Street Suite 242E City: San Francisco Province: California Postal Code: 94103 Country: U.S.A. Additional name(s) & address(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other: Execution Date: November 15, 2006		4. Application Number(s) or patent number(s): <input type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s): 11/299,694 B. Patent No.(s): Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
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9. Statement and signature. <i>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.</i> <div style="display: flex; justify-content: space-between; align-items: flex-end;"><div style="text-align: center;">Gordon Freedman, Reg. No. 41,553 _____ (Name of Person Signing)</div><div style="text-align: center;"> _____ (Signature)</div><div style="text-align: center;">November 16, 2006 _____ (Date)</div></div> <p style="text-align: center;">Total number of pages including cover sheet, attachments, and documents: 4</p>			

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RECORDED: 11/16/2006

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