

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
AdMission Corporation	02/01/2007

RECEIVING PARTY DATA

Name:	AdMission Licensing LLC
Street Address:	3000 Executive Parkway, Suite 150
City:	San Ramon
State/Country:	CALIFORNIA
Postal Code:	94583

PROPERTY NUMBERS Total: 7

Property Type	Number
Application Number:	10961720
Application Number:	10736285
Application Number:	11385166
Application Number:	11385055
Patent Number:	6895557
Patent Number:	6732162
Application Number:	60663390

CORRESPONDENCE DATA

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PATENT

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REEL: 018911 FRAME: 0565

CH \$280.00 10961720

ATTORNEY DOCKET NUMBER:	ADMIG000
NAME OF SUBMITTER:	Kay Harlow
Total Attachments: 3 source=AssignmentofIPRightsAdMissionCorporation#page1.tif source=AssignmentofIPRightsAdMissionCorporation#page2.tif source=AssignmentofIPRightsAdMissionCorporation#page3.tif	

## **ASSIGNMENT OF ALL INTELLECTUAL PROPERTY RIGHTS**

Effective as of the 1<sup>st</sup> day of February, 2007.

WHEREAS, AdMission Corporation, a Delaware corporation, having a business address of 3000 Executive Parkway, Suite 150, San Ramon, California 94583 (herein the Assignor) is the owner of intellectual property rights relating to its business of preparing and placing electronic advertisements for others; and

WHEREAS, AdMission Licensing LLC, a Delaware limited liability company, having a business address of 3000 Executive Parkway, Suite 150, San Ramon, California 94583 (herein the Assignee) is interested in acquiring all of the intellectual property rights of Assignor listed below.

NOW, THEREFORE, in consideration of ten dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to the Assignee all right, title and interest in and to all intellectual property rights relating to its products and services and its business for the United States, its territories, and possessions, and throughout the world, including the right to sue for past infringement thereof, including, without limitation:

A. All inventions; all patent rights; all patent applications, including any and all divisions, continuations, and substitutions of such applications; the right to claim priority on such applications by virtue of the International Convention for the Protection of Industrial Property; and all patents, including any and all reissues, renewals, extensions and confirmation of such patents.

B. All design rights; all design applications including any and all divisions, continuations, and substitutions of such applications, including all design applications listed on the attachment hereto entitled "Patent and Design Right;" the right to claim priority on such applications by virtue of the International Convention for the Protection of Industrial Property; and all design patents, all design registrations, all utility models, and all reissues, renewals, extensions and confirmations thereof, including all patents, design patents, design registrations and utility models listed on Exhibit A attached hereto and incorporated herein by this reference, entitled: Patent and Design Rights.

C. All intellectual property licenses and all rights thereunder.

Assignor further agrees to carry out in good faith the intents and purposes of this assignment and to execute such further assignment documents and related documents, as may be reasonably requested by Assignee to evidence any or all of the assignments herein made and to record Assignee as the owner of the rights herein assigned including, without limitation, authorization to record documents relating to title, powers of attorney, appointments of local representative, certificates of nationality, documents relating to corporate capacity, documents

relating to signatory authority, documents relating to the authority to make the herein described assignment, the powers of attorney and authorizations for recordation of any change of name or merger involving Assignor or its predecessors.

Without diminishing the right to have documents executed by Assignor, Assignor hereby grants to Assignee an irrevocable, good and sufficient power of attorney to execute on behalf of Assignor such documents as Assignee may reasonably require to evidence any or all of the assignments herein made and to record Assignee as the owner of the rights herein assigned.

Assignor hereby further authorizes any official of any country whose duty it is to record assignments relating to patent applications, patents, design applications, design patents, design registrations, utility models, and title thereto, to record such intellectual property rights herein assigned as the property of the Assignee.

Without diminishing the right to have documents executed by Assignor, Assignor hereby further grants to Assignee a special and sufficient power of attorney to ask on Assignor's behalf for the annulment, cancellation, and/or withdrawal of any patent application, including any registration issuing thereon, and any patent registration, including renewals thereof, herein assigned.

Assignor agrees to cooperate, at Assignee's expense, by providing such assistance and documents and things as Assignee may reasonably request in connection with the filing and prosecution of any applications relating to the intellectual property rights herein assigned and maintaining, enforcing, and defending any rights in the intellectual property rights herein assigned.

ASSIGNOR – ADMISSION CORPORATION

By:  *KHB:and*  
Sarah Pate  
Its: President and Chief Executive Officer

ADMISSION LICENSING LLC

By:   
Sarah Pate  
Its: Manager

## **EXHIBIT A**

### **PATENT AND DESIGN RIGHTS**

1. **Web-Based Media Submission Tool**  
U.S. Patent 6,895,557  
Filed July 21, 1999  
Issued May 17, 2005  
Intelligent media upload mechanism allowing users to drag and drop, or otherwise select files, perform cropping, rotation, and other user-directed operations, and perform automated preprocessing of said media on the client machine prior to upload.
2. **Web-Based Media Submission Tool**  
Application No. US10/961,720  
Filed October 8, 2004  
Continuation of Parent No. 6,895,557
3. **Method of Providing Preprocessed Images for a Plurality of Internet Web Sites**  
U.S. Patent 6,732,162  
Filed November 15, 1999  
Issued May 4, 2004  
Broad-based solution for acquiring media from remote contributors, processing said media to meet required specifications, and distributing said media to one or more intended recipients.
4. **Media acquisition, processing and distribution system for the Internet**  
Application No. US10/736,285  
Filed December 15, 2003  
Continuation of Patent No. 6,732,162
5. **Method for Creation and Delivery of Fractional Promotions**  
Provisional Application No. 60/663390  
Filed March 18, 2005
6. **Method for Creation and Delivery of Fractional Promotions**  
Application No. 11/385,166  
Filed March 20, 2006  
Method for the collection of individual online ads, tagged and filtered to be displayed in a compact form and packaged together into standard ad formats which can then be syndicated using standard ad serving systems.
7. **System for Creation and Delivery of Fractional Promotions**  
Application No. 11/385,055  
Filed March 20, 2006  
System for the collection of individual online ads, tagged and filtered to be displayed in a compact form and packaged together into standard ad formats which can then be syndicated using standard ad serving systems.

**PATENT**