

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Keith Barraclough</td><td>01/23/2007</td></tr><tr><td>David Irvine</td><td>01/23/2007</td></tr></tbody></table>		Name	Execution Date	Keith Barraclough	01/23/2007	David Irvine	01/23/2007
Name	Execution Date						
Keith Barraclough	01/23/2007						
David Irvine	01/23/2007						
RECEIVING PARTY DATA							
Name:	Avvenue, Inc.						
Street Address:	410 Cambridge Avenue						
City:	Palo Alto						
State/Country:	CALIFORNIA						
Postal Code:	94306						
PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11700345</td></tr></tbody></table>		Property Type	Number	Application Number:	11700345		
Property Type	Number						
Application Number:	11700345						
CORRESPONDENCE DATA							
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ATTORNEY DOCKET NUMBER:	EYEF.024PA						
NAME OF SUBMITTER:	Robert J. Crawford, Esq.						
Total Attachments: 2 source=eyef024 ASSIGN#page1.tif source=eyef024 ASSIGN#page2.tif							

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PATENT

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REEL: 019003 FRAME: 0817

ASSIGNMENT

WHEREAS, I/we, Keith Barraclough, residing at 1551 Redwood Court, Mountain View, California 94041; and David Irvine, residing at 5281 Amelia Drive, San Jose, California 95118 made certain new and useful inventions and improvements for which I/we execute an application for Letters Patent of the United States, entitled: **DEVICE CLASSIFICATION FOR MEDIA DELIVERY** (Atty. Docket No. EYEF.024PA).

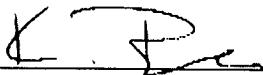
AND WHEREAS, Avvenu, Inc., a corporation having an office and place of business at 410 Cambridge Avenue, Palo Alto, California 94306 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of One Dollar and other good and valuable considerations, the receipt and sufficiency whereof is hereby acknowledged, I/we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the application, all divisions, continuations, conversions or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and I/we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the Assignee, its successors and assigns.

AND, for the consideration aforesaid, I/we do hereby agree that I/we and my/our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to me/us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore I/we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by me/us and that full right to convey the same as herein expressed is possessed by me/us.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 23 day of January, 2007.



Keith Barraclough

Witnessed by: _____

IN TESTIMONY WHEREOF, I have hereunto set my hand this 23 day of Jan, 2007.



David Irvine

Witnessed by: _____