

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
DotClick Corporation	09/21/2006
RECEIVING PARTY DATA	
Name:	Gene S. Fein
Street Address:	760 East Street
City:	Lenox
State/Country:	MASSACHUSETTS
Postal Code:	01240
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11445025
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ATTORNEY DOCKET NUMBER:	2222.4920004
NAME OF SUBMITTER:	Jason D. Eisenberg
Total Attachments: 3	
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ASSIGNMENT OF PATENT RIGHTS

Assignor desires to assign the full extent of its rights in and to the one or more inventions (the "Invention(s)") described in the patent applications and/or patent listed on attached Schedule A, filed in the United States Patent and Trademark Office, and other governmental offices, to Assignee. Assignee desires to acquire the entire right, title and interest in and to the assets and rights transferred pursuant to this Assignment of Patent Rights, made effective as of May 8, 2002 (this "Assignment").

Now, therefore, for valuable consideration, the receipt and sufficiency of which DotClick Corporation, a Delaware corporation ("Assignor") acknowledges, Assignor hereby sells, assigns, and transfers to Gene S. Fein, residing in Lenox, Massachusetts ("Assignee") the full extent of its right, title, and interest in and to any and all of the following (collectively, the "Rights"):

- The Invention(s) and all rights with respect to the Invention(s);
- The patent listed on Schedule A and all United States patents or other governmental grants or issuances that may be granted with respect to the Invention(s) (the "Patents(s)");
- The patent applications listed on Schedule A and all divisionals, continuations, and continuations-in-part or other applications claiming priority rights from the applications and/or patent listed on Schedule A (the "Applications(s)");
- All reissues, reexaminations, extensions or registrations of any and all of the Application(s) or the Patent(s);
- All non-United States patents, patent applications, and counterparts relating to the Invention(s), the Application(s), and the Patent(s) including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances, and including the right to file foreign applications directly in the name of Assignee, its successors and assigns;
- The right to claim priority rights deriving from the Application(s);
- All causes of action and remedies related to the Application(s), the Invention(s), and the Patent(s) (including, without limitation, the right to sue for past, present or future infringement, misappropriation or violation of rights related to the Application(s), the Invention(s), and the Patent(s));
- All rights to collect royalties and other payments under or on account of any of the Application(s), the Invention(s), and the Patent(s); and

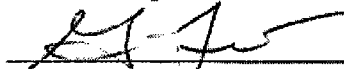
- Any and all other rights and interests arising out of, in connection with, or in relation to the Application(s), the Invention(s), and the Patent(s).

Assignor will not sign any writing or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives and assigns deem necessary or desirable to: perfect enjoyment of the Rights; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignor requests the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives and assigns and will be binding upon Assignor, its successors, legal representatives and assigns.

Date: 9.21.06

DotClick Corporation

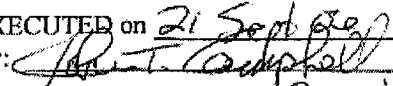

Name: Gene S. Fein
Title: President

ATTESTATION

The undersigned witnessed the signature of Gene S. Fein to the above Assignment and makes the following statements:

1. Gene S. Fein is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on 21 Sept, 2006 to execute the above Assignment.
2. Gene S. Fein subscribed to the above Assignment.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

EXECUTED on 21 Sept 2006 (date)
By: 
Print Name: John T. Campbell

SCHEDULE A

U.S. Application/ Patent No.	U.S. Filing/ Issue Date	Title
60/289,768	May 9, 2001	METHOD, APPARATUS AND PROGRAM PRODUCT PROVIDING BUSINESS PROCESSES USING MEDIA IDENTIFICATION AND TRACKING OF ASSOCIATED USER PREFERENCES
60/289,772	May 9, 2001	METHOD, APPARATUS AND PROGRAM PRODUCT FOR MEDIA IDENTIFICATION AND TRACKING ASSOCIATED USER PREFERENCES
10/142,731	May 8, 2002	METHOD, APPARATUS AND PROGRAM PRODUCT FOR MEDIA IDENTIFICATION AND TRACKING ASSOCIATED USER PREFERENCES
10/143,729	May 8, 2002	METHOD, APPARATUS AND PROGRAM PRODUCT PROVIDING BUSINESS PROCESSES USING MEDIA IDENTIFICATION AND TRACKING OF ASSOCIATED USER PREFERENCES
11/445,025	June 1, 2006	METHOD, APPARATUS AND PROGRAM PRODUCT FOR MEDIA IDENTIFICATION AND TRACKING ASSOCIATED USER PREFERENCES
11/485,237	July 11, 2006	METHOD, APPARATUS AND PROGRAM PRODUCT PROVIDING BUSINESS PROCESSES USING MEDIA IDENTIFICATION AND TRACKING OF ASSOCIATED USER PREFERENCES
7,085,845	August 1, 2006	METHOD, APPARATUS AND COMPUTER PROGRAM PRODUCT FOR IDENTIFYING A PLAYING MEDIA FILE AND TRACKING ASSOCIATED USER PREFERENCES