

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ian Lovejoy	07/13/2007
RECEIVING PARTY DATA	
Name:	One True Media, Inc.
Street Address:	1755 E. Bayshore Road
Internal Address:	Suite 7B
City:	Redwood City
State/Country:	CALIFORNIA
Postal Code:	94063
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11777857
CORRESPONDENCE DATA	
Fax Number:	(612)339-3061
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	612-373-6900
Email:	cbuending@slwk.com
Correspondent Name:	Schwegman Lundberg Woessner & Kluth
Address Line 1:	121 South 8th Street
Address Line 2:	1600 TCF Tower
Address Line 4:	Minneapolis, MINNESOTA 55402
ATTORNEY DOCKET NUMBER:	2310.002US1
NAME OF SUBMITTER:	Bradley A. Forrest

Total Attachments: 3
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CH \$40.00 11777857

RECORDATION FORM COVER SHEET
PATENTS ONLY

Atty Ref/Docket No.: 2310.002US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Ian Lovejoy

Additional name(s) of conveying party(ies) attached?

Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: July 13, 2007

2. Name and address of receiving party(ies):

Name: **One True Media, Inc.**

Street Address: 1755 E. Bayshore Road, Suite 7B

City: Redwood City State: CA Zip: 94063

Additional name(s) & address(es) attached? Yes No

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

If this document is being filed together with a new application, the execution date of the application is:
July 13, 2007

A. Patent Application No.(s)

B. Patent No.(s)

11/777,857 filed July 13, 2007

Additional numbers attached? Yes No

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

Name: Bradley A. Forrest

Address:

Schwegman, Lundberg, Woessner & Kluth, P.A.
P.O. Box 2938
Minneapolis, MN 55402-0938

6. Total number of applications and patents involved: 1

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

Enclosed

Authorized to be charged to deposit account
19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

DO NOT USE THIS SPACE

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.

Bradley A. Forrest/Reg. No. 30,837

Name of Person Signing



Signature

7-13-2007

Date

Total number of pages including cover sheet: 3

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Mail Stop Assignment Recordation Services
P.O. Box 1450
Alexandria, VA 22313-1450

PATENT
REEL: 019557 FRAME: 0765

ASSIGNMENT

WHEREAS, I, Ian Lovejoy, residing at 308 Ney Street, San Francisco, CA 94112, made certain new and useful inventions and improvements for which I filed an application for Letters Patent of the United States entitled METHOD AND DEVICE FOR VIDEO TRANSFORMATIONS:

WHEREAS, I hereby authorize and request my attorneys, as listed on the Combined Declaration and Power of Attorney, at Schwegman, Lundberg, Woessner & Kluth, P.A., located at 121 South Eighth Street, Suite 1600, Minneapolis, MN 55402, to insert here in parentheses (Ser. No. 11/777,857; Filing Date: July 13, 2007) the filing date and application number of said application when known.

AND WHEREAS, One True Media, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 1755 E. Bayshore Road, Suite 7B, Redwood City, CA 94063 (hereinafter "Assignee"), is desirous of acquiring the entire right, priority 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 good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, I 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 said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, 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 said 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 there from; and I 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 said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, I do hereby agree that I and my 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 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 said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore, I 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 and that full right to convey the same as herein expressed is possessed by me.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 13 day of July, 2007.



Ian Lovejoy

STATE OF _____)

)ss

COUNTY OF _____)

On this _____ day of _____, 2007 before me personally appeared Ian Lovejoy, to me known and known to me to be the person described in and who executed the foregoing instrument, and he/she duly acknowledged to me that he/she executed the same for the uses and purposes therein set forth.

[SEAL]

Notary Public